AUG.
$1

VOGUE

©

our American-look issue

what you wear with what

how to put the great new separates together

the super new accessories that make everything work— head to toe

at last! wonderful skirts are back

your makeup your hair

ways you'll want to look this fall

good health, good skin, relaxation, vigor— all in the bath

find your own best looks

play our surprise clip-and-flip-the-pages game

get the most out of your summer: tips from famous trend-setters

urgent advice on lifetime health care



best fashion idea in years, LILLI ANN five-piece "wardrobe" to put together this way and that way making six complete and perfect costumes. The ensemble includes a stunning braid-accented jacket, pants, short skirt and long skirt with the braid detail repeated and a divine scarfed blouse... in TEXTURED **ENCRON**® POLYESTER by ENKA, ivory, beige, opaline blue and ginger.
For specialty shops in your area, please telephone person-to-person collect Miss Lilli Ann 415-863-2720.

San Francisco • Paris • London

ENCRON IS A REG. T.M. OF AMERICAN ENKA CO., ENKA, N.C., A PART OF Akzona INC., FOR ITS POLYESTER FIBER

PHOTOGRAPHED BY TED HARDIN

HANAE MORI®

couture®

art in fashion



The inspiration of Hiroshige, printed on soft silk panels. The imagination of a fling of silk chiffon to wrap any way, anywhere your fantasy takes you. The pure form of a smaller sweater, highlighted with lurex. That's art in fashion.

maison blanche

New Orleans, Louisiana

Rena Rowan for Jones New York.



JONES NEW YORK, 1411 BROADWAY, NEW YORK 10018.

GRACE MIRABELLA
Editor-in-Chief
Managing Editor: KATE LLOYD
Fashion Directors:
POLLY ALLEN MELLEN FRANCES PATIKY STEIN
Art Director: ROCHELLE UDELL
Copy Editor: EDITH LOEW GROSS
Fashion Department
NICOLAS DE GUNZBURG ELSA KLENSCH
KATHRYNE HAYS Executive Editor for Shoes, Lingerie
GLORIA MONCUR SHARON HARTS
SHEILA SULLIVAN
JADE HOBSON Accessories Editor
LAURIE BROCKWAY BODOR Accessories, Lingerie Assistant
ELISABETH HERRIGER Fabrics Editor
SUSAN AYLING Fabrics Assistant
BARBARA BERSELL Boutique, Observations Associate
ELEANORE PHILLIPS Los Angeles Editor
SARAH SLAVIN Model Assignments
CORNELIA POWELL Administrative Coordinator
Editors Abroad
SUSAN TRAIN Paris Editor
ANNA-LENA FAUCONNIER Assistant
CONSUELO CRESPI Rome Editor
MARY RUSSELL European Editor at Large
ALINE ROMANONES Madrid Editor
Beauty Department
SHIRLEY LORD Beauty and Health Editor
KATHERINE ERSKINE Assistant
Feature Department
LEO LERMAN Consulting Feature Editor
DESPINA MESSINESI Travel Editor
LORRAINE DAVIS Feature Associate
KATHLEEN MADDEN Feature Assistant
Contributing Editors
ALLENE TALMEY ROSEMARY BLACKMON
FRANÇOISE DE LA RENTA MARY ROBLEE HENRY
ALISON HARWOOD CECIL BEATON
DOROTHEA ELKON MARY McFADDEN
ROBIN DUKE BLAIR SABOL JOE EULA
JUDITH S. STERN, Sc.D. SANDRA McELWAINE
LINDA RICE Editorial Coordinator
Copy Department
Staff writers: LYDIA McCLEAN MARY KLEVE
SUSAN GREENSTEIN VALORIE GRIFFITH WEAVER
Copy Executive: NANCY HERTZ FLEDER
MARA COVELL Assistant
Research Department
PATRICIA GRANT GARNER Editor
Associates: PENELOPE CAPPA VIRGINIA WELCH
Art Department
EDMUND WINFIELD RONALD KAJIWARA
MARTHA M. VOUTAS
Production: GERALD SLATER REYNOLDS ROLLES
Editorial Fashion Credits: ROSAMOND BELT
ILENE MANDELL
Administrative Assistants:
GLADYS POHL GLORIA GERSH Art
WILLIAM P. RAYNER Editorial Business Manager
DIANA VREELAND Consulting Editor

RICHARD A. SHORTWAY Publisher

Executive Marketing Director:
RUTH McCARTHY MANTON
Business Manager: NEIL JACOBS
Advertising Manager: WILLIAM D. LEAHON
Retail Director: RICHARD McMAHON
Associate Advertising Managers:
CHARLES H. REINHARDT ROBERT L. GROBERG
Sales Development Manager: NEIL BUTWIN
Beauty-Cosmetics Advertising Manager: DAVID RUBIN
Beauty Marketing Director: JESSICA CANNÉ

BARBARA McKIBBIN Executive Editor

Merchandising Department
SHEILA HULTKRANS Director
ELIZABETH GROVES Projects Editor
WENDY TALBOT
LINDA COLEMAN Merchandising Services
Promotion Department
JAYNE INGRAM Director
WALTER RUSSELL Creative Director
RODNEY RITTER Art Director
SUSAN SPROTT Editor
DAMIAN CARLINO Production Manager

BRANCH OFFICES
New England: Allan L. Smith, Mgr.
Statler Building, Boston, Mass. 02116
Midwest: Donald H. Koehler, Mgr.
875 No. Michigan Ave., Chicago, Ill. 60611
West Coast: John P. Demorest, Mgr.
3921 Wilshire Blvd., Los Angeles, Cal. 90005
Southeast: Miller & Tillman, Reps.
130 W. Wieuca Rd., N. E., Atlanta, Ga. 30342
Europe: Cyril N. Kuhn, Mgr.
4 Place du Palais-Bourbon, Paris 7

BRITISH VOGUE
Vogue House, Hanover Square, London , W. 1
FRENCH VOGUE 4 Place du Palais-Bourbon, Paris 7
ITALIAN VOGUE Piazza Castello 27, Milan

S. I. NEWHOUSE, JR. Publishing Director

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
Condé Nast Building
350 Madison Avenue, New York, N.Y. 10017
PERRY L. RUSTON President
BENJAMIN BOGIN Vice President
ROBERT J. LAPHAM Vice Pres.-Gen. Mgr.
HAROLD G. MEYER Vice President
DANIEL SALEM Vice President (Overseas)
J. PAUL YOUNG Vice President-Circ. Dir.
FRED C. THORMANN Treasurer
MARY E. CAMPBELL Secretary

VOGUE AUSTRALIA IS PUBLISHED BY
BERNARD LESER PUBLICATIONS PTY. LTD.

AUGUST, 1974 (INCORPORATING VANITY FAIR)

VOGUE

PERRY L. RUSTON, Chairman ALEXANDER LIBERMAN, Editorial Director



FRANCESCO SCAVULLO

COVER: The pulled-together look of sweater-and-pants dressing for fall—Kasper for J.L. Sport's soft blue sweater set, matching wool gabardine pants . . . with a printed silk scarf, Bulgari's trim little loops of diamonds at the ear. Wool-angora-nylon cardigan, about $46, and turtleneck, about $38; pants, about $80. Bonwit Teller; Frost Bros.; I. Magnin. Ferragamo scarf (stores, page 159). Jewels: Bulgari at Danaos Ltd., Hotel Pierre, N.Y. . . . Soft, sheeny Brandy Beige eye color; chestnut RealColour on cheeks. Both, Charles of the Ritz. Makeup, Way Bandy; hair, Suga.

FASHION

81 Vogue's Point of View: Inside Tips on Dressing in Pieces—What To Avoid, What To Treasure
82–91 Casual Chic: The new turn on everyone's favorite way of dressing—key pieces to collect; how to wear them; what to wear with them
92–101 Casual Chic: The key pieces
102–107 Coat Dressing—the new oversized coats that go over everything
126–131 Finds: Clip-and-Flip—the dressing-in-pieces game
132–137 Easy and Pretty at Night: The looks for little-evening evenings
146–149 What Goes with Pants for Day

HEALTH AND BEAUTY

48 Beauty Checkout: Helps for Outdoors/Indoors
50 Beauty Checkout: A Helping Hand for Your Nails
52 Ready Beauty: New Grooming Aids for Men
57 Ready Beauty: Solving Cosmetic Problems for Black Women
138–143 Beauty Now: How To Make Water Work Wonders for You—an A to Z Guide to Bathing. By Shirley Lord
144 How To Get the Best Medical Advice for Life. By Ellen Switzer

FEATURES

42 If Not a Wife, Who Am I? By Sharon Whitney
108 People Are Talking About. . . . By Leo Lerman
110 A Marriage Rips Open. A scene from a new movie by Ingmar Bergman
112 People Are Talking About . . . Mr. and Mrs. Sylvester Stewart
120 Alexander Calder's Art-Jet to South America
122 The Joy of Saks. By Blair Sabol

FASHIONS IN LIVING

58 Food: Summer Living in Italy
114–117 Summer Living—Valentino on the Appian Way
118 Zeffirelli at Positano
124 Tips from Trend-setters

TRAVEL

62 South America: Colombia, Ecuador, Peru. By Despina Messinesi
70 Jet Tour to South America
121 Hail, Colombia, S.A. By Robert Hughes
159 Travelog

REGULAR FEATURES

32 Politics. By Allene Talmey
34 Upfront: Art, Movies, Books, Theater
44 Horoscope. By Francesco Waldner
74 Health. By Melva Weber
77 Observations: August Additions To Have
79 Boutique: Oh, the Charms of August . . .
154–157 Vogue's School Directory

Copyright © 1974 by The Condé Nast Publications Inc. All rights reserved. Printed in the U.S.A.

VOGUE (INCORPORATING VANITY FAIR) IS PUBLISHED MONTHLY, SECOND CLASS POSTAGE PAID AT NEW YORK, N.Y., AND AT ADDITIONAL MAILING OFFICES. SUBSCRIPTIONS: IN U.S. AND POSSESSIONS, $10 FOR ONE YEAR; $18 FOR TWO YEARS. IN CANADA, $12 FOR ONE YEAR; $22 FOR TWO YEARS. ELSEWHERE, $15 FOR ONE YEAR. PAYABLE IN ADVANCE. SINGLE COPIES IN U.S. AND CANADA, $1. FOR SUBSCRIPTIONS, ADDRESS CHANGES, AND ADJUSTMENT, WRITE TO VOGUE, BOX 5201, BOULDER, COLORADO 80302. SIX WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. PLEASE GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST LABEL.

Postmaster: Send Form 3579 to Vogue, Box 5201, Boulder, Colorado 80302 Vol. 164, No. 2, Whole No. 3110

(Advertisement)

Amazing Cosmetic Discovery Liberates Women From Unsightly Hair

New Exclusive Creme Activator Takes The Miss and Mess Out of Making Unwanted Hair Invisible

If you're one of the many women embarrassed by too much hair on your face, arms or legs, you can now put it out of mind just by putting it out of sight. There's a guaranteed new way to make hair look bare, without even bothering to take it off.

Now you see it, now you don't—as Andrea Super-Lightener Creme Bleach makes those excess hairs vanish. Without the mess, fuss and irritation of shaving or plucking. Or any of the rough powder activators that plague old-fashioned, hit-and-miss bleaches.

The secret's in the exclusive new Creme Activator that mates perfectly with Andrea Creme Bleach, to trigger a doubly-effective, super-smooth beauty mixture that's as soft and gentle on your skin as the finest cosmetic cream. "Quick like lightning," your hair problem fades out of view—as your superfluous hair blends into your natural skin tones . . . simply, surely, safely as never before. Laboratory-tested and approved . . . fragrantly scented . . . in convenient tube form . . . Andrea Creme Bleach must delight you—or your money back.

Available at fine drug and cosmetic counters.

•

Or send $3.00 to:
ANDREA CREME BLEACH,
P.O. Box 444, Ryder Street Station,
Brooklyn, N.Y. 11234

(In Canada, send $3.00 to:
BATHURST SALES,
292 Dupont St., Toronto, Canada.)



Boot panache

HERBERT LEVINE

footnotes fall fashion with
glove soft knee-high boots—
sets the riding boot on a high
stacked heel—the Russian dancer's
low on a flat.

Neiman-Marcus

Dallas • Houston • Fort Worth • Bal Harbour • Atlanta • St. Louis

Geoffrey Beene

takes a bellwether

approach to tweed

Originating a startling new look—an incredibly beautiful shaping of oatmeal Scottish wool tweed. Its brief, finely sculptured jacket covers the melting softness of a blouse and scarf of ombré silk chiffon, beige to brown. Salon, Third Floor, Lord & Taylor



Lord & Taylor

HERE'S A PAGE WORTH TEARING OUT. RONA.

SOFTLY ELEGANT, THE EVENING DRESS AND JACKET IN CIRCLE PRINTED RAYON CHIFFON, IN NAVY BLUE OR GREEN COMBINATIONS. SIZES 8 TO 18, ABOUT $118.00. FOR STORE NEAREST YOU WRITE RONA, 498 SEVENTH AVENUE, NEW YORK, N.Y. 10018.



PRICES MAY VARY ACCORDING TO REGION

A DIVISION OF GENESCO
THE APPAREL COMPANY



Jacobson's Michigan

The **ANNE KLEIN** gentlewoman. Vicuna-colored wool Staffordshire cloth jacket. 172.00.
Grey wool flannel 8-gore skirt. 92.00. Reptile print acetate/nylon ascot shirt. 80.00.

Take it easy with Swissair and Anne Klein



Fly directly to Switzerland, at the heart of Europe, where languages and cultures meet via Swissair, the airline of Switzerland. There are more than two dozen nonstop or direct flights a week from New York, Chicago, Boston and Montreal. Enjoy the comfort of hospitable service that makes the name Swissair synonymous with Swiss-care. Anne Klein's travel plan keeps everything easy because it's carefully plotted, blending heathery tones of beiges, greys and blues, working together in so many ways to make your trip effortless and comfortable. By Donna Karen for Anne Klein and exclusively at S.F.A., The Anne Klein Corner.

Arrive refreshed at the Zurich-Kloten Intercontinental Airport in a ready-for-anything navy wool pea coat, $200; nattily topping navy wool pants, $88, both for 4 to 14 sizes. Underneath, a turtle great enough to double as a hood, beige acrylic, cashmere and wool, small, medium, large, $50. Over the shoulder, navy and tan leather bag with detachable strap to become a top handle, $65. Cutting a swath through the Old City, a marvelously mobile cape of taupe wool, one size, $200. Underneath, the turtle rolls all the way up into a hood.

Saks Fifth Avenue



Say grüetzi to Zurich, bonjour to Lausanne



Busy, bustling Zurich, where the principal language is German, is a big town-little metropolis that offers you the best of the old and new, with fascinating things to do day and night. Further to the south lies French-speaking Lausanne, once described as "a handsome peasant lass who has graduated in the Arts." Few places in the world have acquired such sophistication while retaining so much rural charm. Happily, since Switzerland is so cozy, you can enjoy them both in Anne Klein's very cosmopolitan travelers that take to city and resort living with equal aplomb.

Ready to whirl away into Zurich's night life, blousony acetate and nylon satin shirt the color of old ivory, $80, over a flowing wrap skirt of grey wool flannel, $120. Both exclusively S.F.A. The subtle accents, Anne Klein's antiqued cross, $11, cuff bracelet, $15, and metal belt with stones, small, medium, large, $60. Skirting the charming street of Lausanne's Old Town, a trim navy suede vest, $80, pulled over a navy acetate and rayon paisley bowed shirt, $84, and a grey and blue wrap skirt of wool, $84. At hand, Anne Klein's tan and navy clutch bag that converts to the shoulder, $57. All for 4 to 14 sizes and exclusively S.F.A., The Anne Klein Corner.

Saks Fifth Avenue



Anne Klein's precision dressing takes you anywhere



Whether you're doing the historical sites in Lausanne's Old Town or taking a deep breath of clean Swiss air at the charming port of Ouchy, Anne Klein's natural way of dressing fits your travel plans perfectly. Clean and precise as Switzerland itself, Anne Klein's parts function perfectly together, working in innumerable ways to carry you through from dawn to the wee hours. Subtle colorations, a mélange of textures, pure line, a refreshing attitude towards dressing in any country, or any continent. All by Donna Karan for Anne Klein and exclusively at S.F.A., The Anne Klein Corner.

Crossing the cobblestones of Lausanne's Old Town, navy suede overshirt, $168, topping the beige acrylic, cashmere and wool sweater, its turtle pulled high into a hood, and clean-lined pants, a grey and blue wool plaid, $80. Taking wing at Lausanne/Ouchy, Anne Klein's diamond-patterned sweater, navy and white acrylic, small, medium, large, $40, with the navy pants and the navy pea coat. At the waist, Anne Klein's cowhide and gold electroplated metal belt, navy and tan, small, medium, large, $14. Everything for 4 to 14 sizes, The Anne Klein Corner.

Saks Fifth Avenue



Anne Klein collectable wools at Higbee's





PURE WOOL ® Wool. In a class by itself.

See the unique Anne Klein interpretation of Fall
in a brillant collection at Higbee's.
Wrap Coat $250, Carlton Fabrics.
Trousers $88, Peon Shirt $92, Matching Skirt $92,
Anglo Mills Fabrics.
Turtleneck Sweaters in 100% wool $40.
Higbee's, Cleveland



Lillie Rubin

THE PALM BEACHES MIAMI BEACH SURFSIDE CORAL GABLES MIAMI HOLLYWOOD FT. LAUDERDALE POMPANO TAMPA ST. PETERSBURG CLEARWATER ORLANDO WINTER PARK ALTAMONTE SPRINGS JACKSONVILLE MACON ATLANTA CHARLESTON GREENVILLE ASHEVILLE CHARLOTTE GREENSBORO RALEIGH KNOXVILLE CHATTANOOGA NASHVILLE MEMPHIS BIRMINGHAM MOBILE BATON ROUGE HOUSTON SAN ANTONIO AUSTIN DALLAS ARLINGTON LUBBOCK OKLAHOMA CITY COLORADO SPRINGS DENVER TUCSON SCOTTSDALE PHOENIX



THE GREAT SUPER-SEW WOOLS

from the great super-sew resources. Now at the great super-sew stores.

WOOL. No matter how you cut it, there's an unmistakable ease to working with super wool. In the way it handles, molds, in the fluidity of the way it drapes on the body. And, the many looks and moods of wool are endless...the all-out luxe of melton in a wrapped coat...the town and country dash of nubby tweed in a blouson jacket over straight-leg pants for day...wool at night in soft, muted, ultra-feminine voiles ...challis, knits, gabardines...and more. These are the Super Sew Wools from Anglo Fabrics, Auburn, Carletex, Onondaga, Ernest Einiger, Fair-Tex Mills, Milbank, Hardy & Minnis, Pendleton, J.P. Stevens and Arthur Zeiler—all coming your way this season. Select your own from the Super Sew Wool looks shown here—and more in a special traveling fashion show, featuring a wardrobe created from Vogue Patterns, at these leading stores:

B. Altman, New York City.....Sept. 21
Frederick & Nelson, Seattle..Sept. 23, 24 & 25
Jordan Marsh, Boston.....August 19
Kaufmann's, Pittsburgh.....October 14-19
Marshall Field, Chicago.....August 26 & 27
Meier & Frank, Portland.....August 8 & 9
Sakowitz, Houston.....August 19, 20 & 21

And see these Super Sew Wools represented in the top twenty markets on national television September 16—October 16.



Vogue Pattern 8855; Onondaga 2128/3 100% wool challis. Vogue Pattern 1006; Fair-Tex Superwash pure wool single knit—Black.



Vogue Pattern 8699 coat, 1047 skirt, 8975 hat; Ernest Einiger "Olympia" 70% wool, 30% nylon, color 32-54.

WOOLBLEND®

WOOL.PUTS THE LIFE IN A BLEND

PURE WOOL®

WOOL. IN A CLASS BY ITSELF





Vogue Pattern 2759 coat, 8919 culotte; Milbank, Hardy & Minnis W9025 color 4, 100% wool. Vogue Pattern 8965 jacket, 8353 pants; Carletex 100% wool Donegal 0142-jacket; J.P. Stevens H20 19853—color 1, 70% wool, 30% nylon—pants.



Vogue Pattern 8724 gown, 8855 jacket; Anglo pure wool voile 17916.

Vogue Pattern 2983; Pendleton—Glen Plaid 4003-576.
Vogue Pattern 2990; Arthur Zeiler 305-1 100% naked wool.





Vogue Pattern 2930; Carletex 0343, color 052, 100% wool challis. Vogue Pattern 8617; Auburn 1191-1, color A-1, 100% wool worsted.



Sakowitz speaks out...

about the Great Coat. This is "Super Sew. In A Class By Itself." Herringbone tweed, of wool and nylon from Einiger, reverses to chino. A must-have! Vogue Pattern 8699. Golden Thimble Fabric Shops.

Sakowitz

HOUSTON AMARILLO SCOTTSDALE

WOOLBLEND MARK



Alberto Dell Orto

Valentino Simply Sweeps Aside All Rivals

A splendor of silky dyed fox, smoldering sequins, a sinuous pyjama. When a woman embraces this sort of luxe. the whole world watches.
Fur origin: England.
At I. Magnin alone.

I.Magnin

CALIFORNIA • SEATTLE • PORTLAND • PHOENIX • CHICAGO

Coat by John Anthony—Jewelry by Van Cleef & Arpels.



It would take a week in the country
to get the radiant look this
unique facecolor gives you in a minute.



'Sheer Radiance' All-Over Facecolor

No single makeup, bronzer or blusher can give you this vibrancy of color. 'Sheer Radiance' gives your face a warm feminine glow that lasts for hours. Makes you look naturally healthy—over makeup or alone. And you can choose it in the shade that flatters you most.

'ULTIMA' II
CHARLES REVSON

Chinon goes public.



For the very first time, you can make blouses, dresses, even gowns out of the same luxurious fabric that until now was exclusive to such renowned designers as Valentino, Giorgio di Sant' Angelo, Adele Simpson and many, many others. The fabric is, of course, Toyobo's Chinon®.

And Beaunit has brought it to America in Woven Habutae and Knit Jersey. In an exciting range of lustrous colors and dazzling prints. Whichever you choose, whatever you make of it, we know Chinon will make it quite beautiful. And very, very elegant.

Chinon will be going public in the home sewing departments of: B. Altman's, New York; Carson Pirie Scott, Chicago; Sakowitz, Houston; Kaufman's, Pittsburgh, and other fine stores.

Before Chinon, there was just silk.

®T.M. Toyobo Co., Ltd.

Beaunit Corporation, 261 Madison Avenue, New York, N.Y. 10016. A subsidiary of El Paso Natural Gas Company



Alberto Dell Orto

All of a sudden. Today's the day for the back-to-town knit

The step quickens, the pace grows faster. It's great to be alive and about in our black wool knit jacket and side wrapped dress spiced with beige/brown/black ombre acrylic top and lapels. Belle Saunders for Abe Schrader At I. Magnin alone

I.Magnin

Fresh. Green. Vital. Young. Estée Lauder created it to live with every minute of every day. Move into this greening new world. The natural world of Aliage.

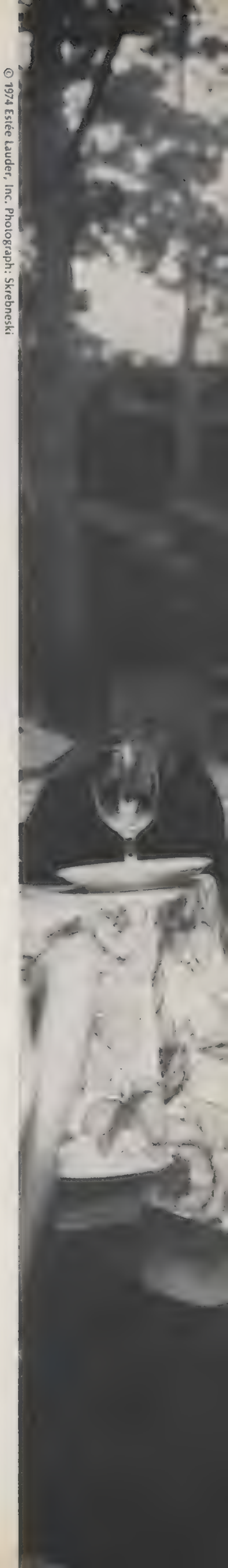


aliage

is Estée Lauder's sport fragrance.

There is nothing else like it in the world.

Estée Lauder



© 1974 Estée Lauder, Inc. Photograph: Skrebneski



AMERICAN
SILK MILLS



THE CLASSICAL ELEGANCE OF OUR SILK REPERTOIRE . . . INTERPRETED NOW IN Qiana®
nylon

American Silk Mills, Division of Gerli & Co., Inc., 115 E. 44th St., New York City

®Du Pont Registered Trademark



The Jack Winter woman is into more than just clothes. Involved in discovering her full potential, she still practices the art of looking great with frequent visits to Robinaire Sportswear at Robinson's. From the current collection, in texturized polyester. sizes 8-16: Gatsby jacket, cranberry/grey. $45. Cranberry pant, $23. White shirt, $21.

Robinson's
Southern California

JAEGER

INTERNATIONAL SHOP

PHIPPS PLAZA • 3500 PEACHTREE ROAD NE • ATLANTA, GEORGIA 30326
THE AMERICANA SHOPPING CENTER • 2100 NORTHERN BOULEVARD • MANHASSET, NEW YORK 11030
818 MADISON AVENUE • NEW YORK, NEW YORK 10021
THE MALL AT CHESTNUT HILL • 199 BOYLSTON STREET • CHESTNUT HILL • NEWTON, MASSACHUSETTS 02167
272 POST STREET • SAN FRANCISCO, CALIFORNIA 94108
201 EAST POST ROAD • WHITE PLAINS, NEW YORK 10601





Native Textiles, an Indian Head company, 261 Fifth Avenue, New York, N.Y. 10016



Elegant evenings by St. John Knits.
Cardigan over tank top and pants. In a handloomed knit of wool and rayon with tender touches of crochet. In black.
Sizes 6-14, $240 Town and Travel Knits

Bullock's

LOS ANGELES • PASADENA • WESTWOOD • SANTA ANA • SHERMAN OAKS • LAKEWOOD • DEL AMO • LA HABRA • NORTHRIDGE • SOUTH COAST PLAZA



Ombre'd 100% Wool Knit. About $165.

By Allene Talmey

VOGUE

POLITICS

Power is a boy's best friend: Senator John Sparkman

The shrewdies in Washington are watching Senator John J. Sparkman, a powerful lever President Nixon likes to press. The Alabamian is the ranking Democrat on the Senate Foreign Relations Committee, a group that is ready to hear Administration reasons for supplying nuclear reactors and fuel to both Egypt and Israel: President Nixon promised, but Congress must approve. Sparkman has a flirty way of going along with Presidents. Watchers tracking Sparkman, who is now chairman of the Senate Banking, Housing, and Urban Affairs Committee, want to see, in addition, what he tries to do about inflation and a dozen lesser matters.

Now seventy-four, with thirty-seven years in Congress, Sparkman plans to move over from the Banking Committee to the chairmanship of the Foreign Relations Committee next session (which begins January 20, 1975), now that Senator William Fulbright will not be returning to the Senate and must relinquish that job. Chairmanships are offered on the basis of seniority, and Sparkman is next in line. "Bill gets a little arrogant, a little abrasive, but John cooks in olive oil," a Senator said to me recently. "The best." With his talent for effective political wheeling and dealing without getting slippery, Sparkman has given his colleagues a fast shuffle by depending on hunches tied together by long, hard, bony work. The work defeats them. He never gives up on that work.

A tall, formal, ruddy-faced, handsome, thin man who looks and acts like a distinguished Senator, Senator Sparkman, a lawyer, used to look like a fat man with creamy Southern charm and astute eyes. He understands the craft of pushing through legislation, the faults of publicity, and the comfort of power in *his* hands. As William Allen White once wrote about Republican President McKinley: his survival values include the virtues of the serpent, the shark, and the cooing dove. Sparkman doesn't coo. Although born in Alabama, he has no drawling magnolia in his speech.

Sparkman's enemies say that he is too friendly to President Nixon's policies. His Republican opponent in the 1972 Senatorial election, Winton M. Blount of Montgomery, a small disaster in Nixon's first Administration, stressed Sparkman's age and Blount's ties with Nixon. It didn't get him anywhere. Sparkman won with 65 percent of the votes. Blount's predecessor, Sparkman's opponent in the 1966 election, stressed Sparkman's support of President Johnson. That didn't get *him* anywhere.

When I asked Sparkman about his relationships to both Nixon and Johnson, he said, with a practiced geniality, that he generally agreed with the foreign policy of President Johnson. With that of President Nixon? Yes, although he had voted for the War Powers Act, which, after Nixon vetoed it, passed again. Sparkman had agreed with President Kennedy, on the whole: with President Eisenhower, mostly; with President Truman, pretty much. He had particularly enjoyed working with John Foster Dulles on the Japanese Peace Treaty in 1951. (Sparkman was one of the four American signers to the Treaty.)

Last year Sparkman looked into the matter of Henry Kissinger and the notorious wiretaps with Senator Clifford Case of New Jersey for the Senate Foreign Relations Committee. The two Senators found nothing disturbing to prevent Kissinger's taking the oath as Secretary of State.

Senator Sparkman either originated or modified every significant piece of housing legislation since World War II.

During the 1952 Presidential campaign, when John Sparkman ran for Vice-President with Adlai Stevenson for President against the Republican ticket of General Eisenhower and Richard Nixon, a friend said that John had the world by the tail with a downhill pull. He lost that election, but he still has the pull. He uses it. ▽

COMPANY C°5

Available at these fine member stores of LOWETH-NATIONAL BUYING SERVICE:

ANDERSON FUR ..... Anderson, Indiana
OLGA ANDERSON ..... La Porte, Indiana
ARCADE FASHION SHOP ..... Winston-Salem, North Carolina
AUERBACH'S ..... Edwardsville, Illinois
BARBIZON FASHION SHOP ..... Albany, N.Y.
BENJAMIN'S ..... Salisbury, Maryland
BENOITS ..... Brookhaven, Mississippi
BERGMAN & MONARCH ..... Altoona, Pa.
MAURICE BORN INC. ..... Port Arthur, Texas
BROIDA'S ..... Clarksburg, West Virginia
HELEN CARO ..... Wyncote, Pennsylvania
THE CARRIAGE TRADE ..... Woonsocket, R.I.
CHWATSKY'S DEPT. STORE ..... Oceanside, New York
CINDERELLA ..... Danville, Kentucky
A. COHEN & SONS ..... Americus, Georgia
COLBERT'S OF AMARILLO ..... Amarillo, Tx.
ROSE ROBINSON COWEN ..... Bethesda, Md.
MARILYN CUTLER/IRENE FORMAN ..... Merion Station, Pennsylvania
ROSE DRATT ..... New York, New York
EDNA'S FASHION WHIRL INC. ..... Hewlett, New York
GREENBRIAR SHOPS ..... Westmont, N.J.
HACKNEY'S ..... Chattanooga, Tennessee
HAMBURGERS ..... Baltimore, Maryland
HARTMAN'S INC. ..... Allen Park, Michigan
HAUGLAND'S ..... St. Paul, Minnesota
HEAVENRICH'S ..... Saginaw, Michigan
HYTKEN'S ..... St. Matthews, Kentucky
THE IVY SHOP ..... Worcester, Newton, Longmeadow, Mass.
JACQUELINE FEMME FASHIONS ..... Rochester, New York
KAISER'S SMART APPAREL ..... Evansville, Indiana
KEDERSHA'S ..... Belmar, New Jersey
DOROTHY KEMP'S BOUTIQUE ..... Boca Raton, Delray Beach, Vero Beach, Fl.
LANG'S ..... Washington, Pennsylvania
LEONS ..... Austin, Texas
LESTER'S ..... Bryan, Texas
THE LIND SHOP ..... Chicago, Illinois
THE LOVELY SHOP ..... Elmira, New York
MAM'SELLE ..... Newburgh, Middletown, New York
MARSI'S ..... El Cajon, California
RODERICK P. MILLER ..... Quincy, Illinois
MINNICK'S ..... Martinsburg, West Virginia
MR. ROBERTS ..... Milwaukee, Wisconsin
OLIVER SHOPS ..... Pittsburgh, Pa.
PARK FASHIONS, INC. ..... Oak Park, Mich.
THE PRINCESS SHOP, INC. ..... Huntington, West Virginia
RAPHAEL'S ..... Mobile, Alabama
REYNOLDS, INC. ..... Charlotte, N.C.
BETTY RICHARDS, INC. ..... Flint, Michigan
RIFF'S ..... Lake Charles, Louisiana
RIFKIN'S, INC. ..... Trenton, New Jersey
SABRINA ..... Omaha, Nebraska
SIMON SEZ ..... Pittsburgh, Pennsylvania
STEPHENSON'S ..... Elkhart, Indiana
SUZANNE'S ..... Columbia, Missouri
TENENBAUM'S OF GREENVILLE ..... Greenville, Mississippi
TOWN & COUNTRY FASHIONS, INC. ..... San Antonio, Texas
TOWN & COUNTRY ..... Sarasota, Florida
TWENTY-ONE SANDILANDS PLACE ..... Indianapolis, Indiana
UP-TO-DATE ..... Poughkeepsie, New York
THE WHITE HOUSE FASHION CENTER ..... Spring Valley, New York
WALLY WILLIAMS ..... Dallas, Texas
WORMSER'S OF LAFAYETTE ..... Lafayette, Louisiana

COMPANY 5
530 SEVENTH AVE.
NEW YORK, N.Y. 10018



The trench jacket with the easy outerwear look sets the pace as a new fashion silhouette, $98. Wider-bottom pants, $38. Taupe or black petit point polyester. And a tweed-print nylon jersey shirt, $30. All sizes 6 to 16.
Prices slightly higher west of the Rockies.

What to
see, read, listen to.
and watch for . . .

VOGUE-RATED tip-offs

UPFRONT

movies

—★**Going Places:** A more pretentious, mean, misguided movie I have never seen. *Going Places* has been lauded as personifying the spirit of the '70's. In it, two young (?) men with nothing to do and no place to go, unless it is running away from the law, indulge in boisterous "pranks" that are less than hilarious: they sexually terrorize a middle-aged woman before snatching her purse and then scattering its contents on the ground (thus ridiculing her by not even valuing its meager, female items); they steal cars, have intercourse with a young girl whom they describe as frigid because she does not react to their likewise unfeeling lovemaking; later on they actually shoot her in the leg! (They shoot horses, don't they?) By a deviant stretch of plot imagination she consequently becomes their ally.

Much is made of sniffing a bikini bathing suit, of having to get it up in spite of being shot in the groin (amazingly the injured young man is able to walk, run, and cohabit the next day). A nursing mother is sexually aggressed in a train (this is the idea of one of the two vagrants who is helping his friend to find the erection he lost after being wounded) . . . yes, they are wonderfully loyal to each other, even unto instant sodomy as they watch each other in a mirror after showering: what are friends for?

At one point they decide they need a "real" woman and pick up Jeanne Moreau who has just been released from prison. They lavish her with so much attention and food that she throws up. In a restaurant she announces to the surprised female proprietor that in prison her menses dried up. On awakening the next day between the two male companions, she calmly disengages herself, goes to another bed, and freaks out by committing suicide in a particularly horrendous way: instead of putting a gun to her head (as Hemingway did) or into her mouth, she places its cold muzzle into her vagina and pulls the trigger. The question is this, "How far is a woman willing to go in order to menstruate again?" The male scriptwriter claims to know; or is it pure hate of woman and all her needs and functions?

Doubtless there are those who will call *Going Places* a pertinent philosophical tract (wasn't the Marquis de Sade a brilliant social observer? And don't we forgive him his excesses because everything was rotten anyway; and doesn't everything stink now, too?) The French moviemaker (with certain notable exceptions of course) is enamored of cheap imitations, of pop culture, of the elevation of America's regressive tendencies: *Going Places* is artificially seeded, French weeded, choked with a lack of genuine spirit or humor: a prominently psychopathic presentation. *A Clockwork Orange* worked. It was a work of art. Intelligent adult minds conceived it. It chilled our bones and taught us a few things. This does not. (When will the middle class stop being a convenient scapegoat for pseudo-Marxist ideologists?) The middle class is not the enemy; rigidity and poor art are.

★★★ **Malizia** (Malice): A young boy's introduction to sex, after having dreamed it, smelled it, and felt his way around it. A really sensual, sexy movie full of genital suspense for ladies and gents. By the way, it's imported from Italy and *molto bene*. The plot is simple and does not get in the way: the mother of the household dies, leaving her husband and three sons. On the very day of the funeral, a maid (Laura Antonelli) appears who is everything an Italian woman is supposed to be: great cook, great housekeeper, compassionate, beautiful, sexy, and modest. Everyone falls in love with her, and what happens next is what makes *Malizia* such a charming flick.

★**The Parallax View:** There are those who believe that every assassination is committed as the result of a sinister plot hatched by politicos mad for power. This movie caters to that belief. It caters to nothing else, certainly not to good moviemaking. It is poor on every count: acting (Warren Beatty, Paula Prentiss), script (David Giler and Lorenzo Semple, Jr.), and direction (Alan J. Pakula). If you have time to kill, go see it.

—ROSALYN DREXLER

books

★★★ **An American Life:** *One Man's Road to Watergate*, by Jeb Stuart Magruder (Atheneum): This isn't a mystery story, a detective's tale fitting together details, but a fascinating traversing of the methods, the minds of a group of powerful men who knew the difference between right and wrong, between stupid and smart, and who chose the stupid and wrong. Magruder shows why. He also explains the climate of the White House, its mania about the media, and why so many people thought to their downfall that the phrase "the Oval Office" meant the President. "An order from Haldeman was an order from the President," wrote Magruder, adding "you only had to annoy Nixon once or twice before you found that the door was locked, and Haldeman had the key."

Among Magruder's nasty portraits there is this one of Charles Colson, Washington lawyer, who recently pleaded guilty to a single count of obstruction of justice in the Ellsberg trial. "I came to regard Colson as an evil genius. His brilliance was undeniable, but it was too often applied to encouraging Nixon's darker side, his desire to lash out at his enemies, his instinct for the jugular. I would have to say that—granting always Nixon's central responsibility for what happened in his administration—Colson was one of the men among his advisers most responsible for creating the climate that made Watergate possible, perhaps inevitable."

A man not easy to ignore, Colson "could devastate those who disagreed with him. His tactic was always the same: he only wished to help the President, so if you disagreed with him, you must be disloyal to the President." The President liked that, for, from 1970 on, the President followed Colson's advice on the media and on politics. He let in Liddy.

These days the gossip is that the two men closest to President Nixon are General Alexander Haig and Ron Ziegler. Naturally General Haig never comes into the book, but Ziegler does. Magruder called him to his face an "obnox- (Continued on page 40)



Tenth-anniversary time, all this summer long, for an American theater glory, the Eugene O'Neill Memorial Theater Center, Inc. *Above:* George White, left, president of the "O'Neill," and Lloyd Richards, artistic director of the Playwrights Conference. White and Richards are the twin hearts of this multi-faceted, ever-expanding American theater force. All of which means that in Waterford, Connecticut, not far from New London (where Eugene O'Neill spent his young summers), is a 95-acre preserve dedicated to the liveliest, future-minded theater. Here, young playwrights work and progress (prizewinners John Guare, Lanford Wilson, Israel Horovitz experimented at the O'Neill) and stars-to-be first gleam-glitter: Al Pacino, Marsha Mason began to star-bright here. By the end of this season, the O'Neill Center will have presented 122 plays by 87 playwrights, held numerous critics' conferences, served as home base for the superb National Theater of the Deaf. "We are a laboratory," says White who started it all. And right now, until August 11, is when, nightly, you can see this season's results: on-the-zoom plays and actors, plus a hefty sprinkle of visiting vanguards. Coming: a showboat! L.L.

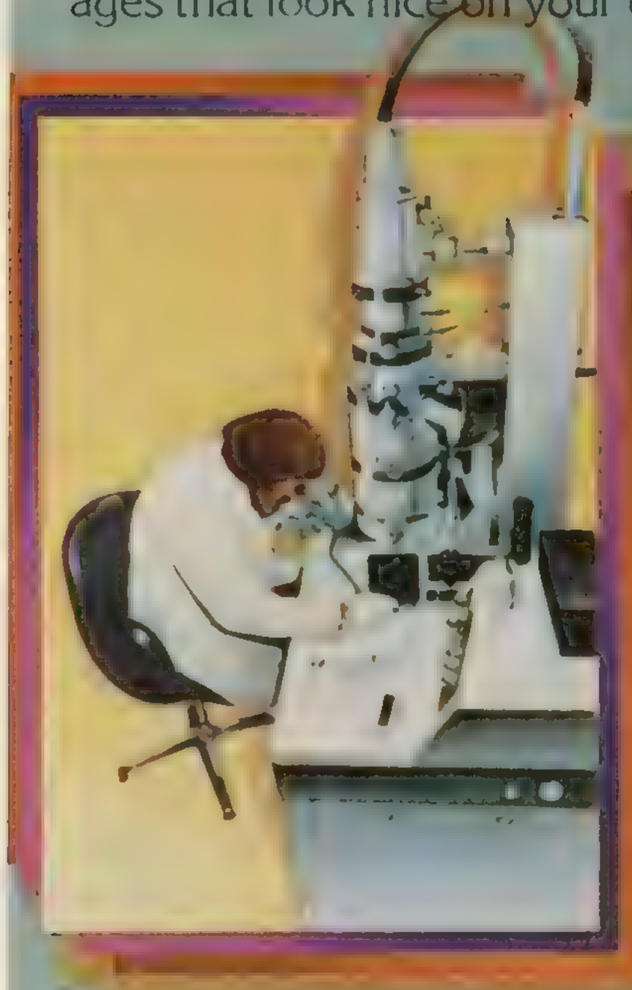
Kimberly®

The country classic. A knitted fleece jacket with a pure wool sweater and skirt. About $185.



After a visit to your salon,

You and the Scientific Approach. Hair care is more than sweet smelling lotions and potions. It's more than nice sounding names dressed up in pretty packages that look nice on your dressing table. Effective hair care, as your hair stylist knows, is a blending of beauty and science. Effective hair care has beautiful hair as its goal and solid scientific fact as its basis. It was this realization that led Redken to the Scientific Approach to Hair Care and inspired an entire line of scientifically formulated beauty care products salons have used for years.



We've learned our p's and H's. The science of beauty begins with the simple fact that nature intended your hair and scalp to be mildly acidic. In the laboratory acidity is measured on the pH scale of 0 to 14; 0 being extreme acidity and 14, extreme alkalinity.



Nature maintains most people's hair at a mildly acidic pH of 4.5 to 5.5. In other words your hair is in its natural state when it's between 4.5 and 5.5 pH. Many hair products are alkaline by nature, measuring 8 or higher on the pH scale. Alkaline hair products can contribute to dryness and damage with repeated use. So if your hair is dry and dull, the culprit may be your shampoo. If you're using an alkaline shampoo, and your hair's also permed or tinted, it may be crying out for a good acid-balanced conditioner as well as a non-alkaline shampoo.

To keep your hair looking its best, Redken shampoos, creme rinses, and conditioners are formulated at a low pH to be compatible with your hair. They help preserve nature's delicate acid mantle. And because your hair is primarily protein, Redken hair care products contain natural protein derivatives to enhance its natural beauty and help keep it shining and manageable. Because of their compatibility with your hair and scalp, Redken products help bring out the beauty you already have.

keep up the good work at home.



If it doesn't look right under a microscope, it won't look right at a dinner party. Your hair is different from other women's. It's as unique as your own fingerprints. Accordingly, use of the same product (ours or someone else's) may produce different results on you than on someone else. This is the reason Redken salons offer a unique service: hair analysis.



During analysis, a sample of your hair is tested to determine tensile strength and elasticity. Your hair is examined microscopically to determine structure and assess damage. Your hair stylist then knows, without guesswork, which Redken products are best for you. Stylists believe, as we do, that hair care is a very personal thing.

Redken brings professionalism to your dressing table. Don't undo the good your hair stylist does by using the wrong products at home. After a visit to your salon keep up the good work at home with Redken.

Redken products are formulated to do something good for you. That's why salons use them, and the best argument we can think of for using them at home between salon visits.

Your personal approach to beauty. Acid-balanced Redken shampoos and conditioners formulated with natural protein derivatives will help maintain the styling you have paid good money to achieve. Your hair stylist will help you select the products that will do your hair the most good. Products like Amino Pon Shampoo, the acid-balanced formula that conditions as it cleans. Many hair stylists recommend that you leave the second lather in for extra body and shine.



Ask for these other scientifically formulated Redken hair care products: PHinal PHase, the creme rinse that helps prevent split ends and leaves your hair more manageable. Climatress Moisturizing Creme Protein Conditioner, the conditioner that helps make dry, dull hair lustrous again.

If your salon doesn't carry Redken products look for the Redken beauty mark in your telephone directory. You'll find it under beauty salons.



At beauty salons only.

REDKEN

© Redken Laboratories, Inc., 1974


K
Make it Move
with Nyesta®
Soft, supple Nyesta® of Du Pont Antron®nylon. So light, so liquid, it's like wearing next-to-nothing.
Smoothe it on day or night. Nyesta®is a joy to wear, to pack, to care-for...and sew. At Kaufmann's in fifteen sumptuous, seasonless shades.
®Nyesta is Roselon's Registered Trademark for quality controlled fabrics.
KAUFMANN'S



Dalton's exclusive breed of luxury in camel hair coordinates is refined, quietly sophisticated and the mark of elegant taste. Sizes 6 to 18. Shirt jacket, about $110. Pants, about $60. Turtleneck sweater, 34 to 40, about $38. Featured at Garfinckel's, L.L. Berger, Halle's, Gidding — Jenny, Jacobson's Michigan, Parisian, Inc.-Birmingham, Montaldo's, Carson Pirie Scott & Co., Woolf Bros., Frost Bros., Bullock's-Wilshire, I. Magnin and other fine stores everywhere. Dalton of America, Dalton Blvd., Willoughby, Ohio and New York City. Also makers of James Kenrob sportswear. Prices slightly higher in the West.



No-Nonsense Care For Mature Skin

Inevitably, you and your mirror will no longer be able to deny the need for no-nonsense care for your dry complexion. You may have been able to postpone the moment by caring beautifully for your skin throughout the years. But eventually your dry skin needs a very special kind of night cream. When that time arrives (and it may be tonight), discover the secret benefits of enriched Olay Vitalizing Night Cream, a secret shared by knowledgeable women in many parts of the world who continue to look their youngest.

You'll know the instant you feel Olay Vitalizing Night Cream that it is meant for you. The very texture tells you that this is no fluffy lightweight slick-and-run beauty care. This night cream is thick, rich and concentrated, suitable for the very real and all-too-visible dryness problem of your mature skin.

As dryness begins to be eased away, wrinkles, fine lines and other signs of aging become less noticeable, beginning with the very first applications. Your complexion grows clearer and softer to achieve the youngest look possible for you.

Olay Vitalizing Night Cream is intended to be massaged on carefully, thoroughly, faithfully, every night of your life. It provides your face and throat with an abundance of emollients and soothing unguents to smooth and cherish your complexion. It leaves an occlusive barrier that remains on the surface of your skin, a protective film that helps keep nature's own vital moisture from evaporating into the night. These quiet nocturnal hours are a most auspicious time for complexion enrichment.

It is not yet too late to join the women in countries around the world who share the beautiful benefits of Olay Vitalizing Night Cream. Like them, you too can begin to look your youngest. But don't hesitate. Your skin should not wait another night for the pampering and soothing of this enriched no-nonsense night cream.

Beauty Hints

Night hours are not, of course, the only propitious time to use Olay Vitalizing Night Cream. When you're at home alone during the day, massage it on with firm upward strokes and allow it to do its beneficial work while you go about your daily schedule.

* * *

Your face and throat are not the only areas to respond to the soothing ingredients of Olay® Vitalizing Night Cream. Smooth it into your elbows, knuckles, even your heels...any parts of your body that are virtually crying out for softening and smoothing.

(Advertisement)

ious son of a bitch," described him as Haldeman's man in the White House, whose great asset as a press secretary "was that he never uttered a syllable that had not first been approved by Nixon or Haldeman;" and his further assets were that he was "stubborn, unpleasant, barely competent, and power hungry."

Although former Attorney General John Mitchell was in his Justice Department office when he listened to Gordon Liddy's elaborate espionage plans, his ideas on wiretapping and burglary, Mitchell did not approve of even the reduced plans until he had resigned that job to be head of the Committee to Re-elect the President. Then, Magruder says, down at a rented house at Key Biscayne on March 30, 1972, Mitchell reluctantly decided that Liddy should get only a bitty $250,000 for the "wiretapping of Larry O'Brien's office at the Watergate, then we'd see about the other possible targets. . . . It was another of what I call his throwaway decisions, made under pressure to please the White House."

Now, Liddy and Magruder have prison sentences, Colson has pleaded guilty, Haldeman and Mitchell and chums are under indictment. And more are in trouble. They are all in Magruder's extraordinary book.

★★ **Naked is the Best Disguise:** *The Death and Resurrection of Sherlock Holmes,* by Samuel Rosenberg (Bobbs-Merrill): A literary junkman, absorbing trivia, Samuel Rosenberg has assembled a formidable, amusing detective story (nonfiction) on Sir Arthur Conan Doyle who, unlike Dr. Victor Frankenstein who was killed by his own monster, kills off the monster he created —Sherlock Holmes.

Rosenberg adroitly exposes Doyle's use of the insane Nietzsche for part of Professor Moriarty's character, uses himself for other roles. In that marvelously intricate tale, *The Red-Headed League,* Rosenberg sees "another facet of Conan Doyle's . . . self-detestation for having written the lowly detective stories which he regarded as obstacles to his high literary ambitions.

"Finally in this same story we shall see how its compulsive syndromic and allegorical elements offer definite clues to Conan Doyle's final and literal act of character-assassination: The murder of that part of himself which he called Sherlock Holmes."

★★ **The $ilver Bear$,** by Paul E. Erdman (Charles Scribner's Sons): "Money is a fruit that is always ripe," an English proverb, going back to 1616. Paul E. Erdman believes that, for he has written two pretty good money novels, both with Swiss banks as parts of the cast. In his newest one, *The $ilver Bear$,* he has added American Mafia men who set up a Swiss bank over a pizza den in Lugano with a remarkable banker, a former M.I.T. student of Professor Paul Samuelson, who slaps together probability theories and monetary analysis and uses the results for money forecasting. Erdman knows money, banks, Iran, silver, oil, the Bible, taxes, and gold. Although a fairly bleak writer, he turns out a decent, complicated story, setting part of it in Shushan, Persia, where Daniel met his lion.

—ALLENE TALMEY

art

★★★★ **Monumenta:** Art will take over where jazz left off as the summer attraction in Newport, R.I., this year. Searching for a tourist spectacle to replace the now-departed Newport Jazz Festival (it's in New York), residents of Gatsby country funded an unusual exhibition of outdoor sculpture appropriately titled "Monumenta."

Guest director Sam Hunter has assembled a wide range of works by such internationally celebrated sculptors as Henry Moore, Alexander Calder, Arnaldo Pomodoro, and Anthony Caro—who is busy making a new piece for the show, which opens August 17 and closes October 13. In all, about thirty-five leading international sculptors—including Tony Smith, John Chamberlain, George Rickey, Alexander Liberman, Claes Oldenburg, Robert Murray, Lucas Samaras, and Robert Grosvenor—will exhibit pieces ranging from the traditional bronze figures by Willem de Kooning to Christo's far-out proposal for an environmental piece, a nylon blanket floating over King's Beach suspended by buoys. Additional works are clustered on the lawns of two great old Newport mansions (The Elms and Chateau-sur-Mer) belonging to The Preservation Society of Newport.

Newsworthy is Hunter's decision to include several women sculptors; among them: *grandes dames* Barbara Hepworth and Louise Nevelson and rising young environmentalist Anne Healy, whose sculpture of colored nylon sailcloth will stretch thirty-eight feet to span a salt pond. "Monumenta" is an exciting addition to the growing list of local communities bringing art out of museums into open-air public spaces; it merits a special summer visit.

(Continued on page 72)



The sweater suit. Three soft parts in a wool and acrylic blend. Toned together in shades of celery and russet. The shawl-collared cardigan, $68. The classic softshirt, $50. The easy bias skirt, $52. Sizes 6-16.

Neiman-Marcus

By Sharon Whitney

IF NOT A WIFE, WHO AM I?

Living with a man without a legal binder may leave a woman speechless

Mistress? Lover? Paramour? If not a wife, who am I?

A new word has to be invented in lieu of *wife* for those of us who practice matrimony without a license. How many times have I called the furnace man or the gas-meter reader about an account in my partner's name and been asked, "Is this Mrs. S---?" and stood transfixed, my mouth hanging open over the buttercup-yellow telephone while I try to decide. Who shall I say I am?

Like many who live with a man in a state sanctioned by mutual regard rather than benefit of clergy, I feel no onus on my singular name. Friends introduce us individually without embarrassment, colleagues at work don't care about the facts of our domestic life, and the postman seems to have given his blessing —smiling at each of us and calling it as he reads it. Only the people on the telephone seem to need proper labels to set their records straight. So, in the interest of Mother Bell, Union Oil, Northeast Gas, and the Electric Company, here's some research on nomenclature available to the non-wife.

One could always, of course, offer some standard identification understood by everyone. "Hello. This is Theodora Erotica, Mr. S---'s *mistress.*" Since we live in a city of 100,000, if I tried that one, my name and the circumstances of my private life should be known by nightfall to all the employees of Electric Company's regional office A, times four relatives each, plus two friends per family, a dozen grocery checkers, eight ready-to-wear clerks, and one paper boy.

According to *Webster's New World Dictionary,* a *mistress* may also be, instead of involved in the mischief suspected by those 536 people above, the head of a household or institution. Balderdash! I have no intention of being stuck with all the housework, so *mistress* goes down on both counts.

There's *paramour,* which originally meant "by love," *par amour.* It applies to one engaged in sexual love as distinct from other kinds of love, so I cross that out as not being inclusive enough; but it does loll sweetly on the tongue and bear repeating aloud in a fit of narcissism in front of the boudoir mirror. " 'allo, mon cher, this Monsieur S---'s *paramour* speaking. What do you say we light the fire? Non?" No.

Or perhaps go all the way with *concubine.* What fat images that conjures. Veiled women in the harems of Fez, kohl-rimmed eyes smouldering over gold-embossed teacups. *Concubine,* from the Latin, *to lie with,* means a secondary wife of inferior legal and social status. Certainly that fits the bank's appraisal of me. When I was opening a joint account the other day, by myself, the clerk tried to zero in on *Who was I?*

"Are you opening this with your husband?" No. "With another member of your family?" No. "Well, then, whose money is it?" Because it was midmorning and I appeared unemployed and my cohort was not a husband, the bank man decided I was a concubine and wished to know: who is keeper of the keys?

Wife, in fact, has its roots in an Indo-European word, *weip,* meaning a hidden or veiled person. Western woman comes closest to being a *weip* these days when taking part in a hotel/motel-type affair, fixing her countenance on a study of the plastic rhododendron in the lobby while *he* signs "Mr. and Mrs." Using that criterion, Dustin Hoffman played the best *weip* ever in the film *The Graduate.*

How about *Dame?* Great ladies of the theater are sometimes conferred this title in Britain, and no Coal and Ice Company would dream of confusing Dame Sybil Thrushbottom's identity with that of Mr. S---'s *accountant* (as I have been called by the Gas Company (Continued on page 72)



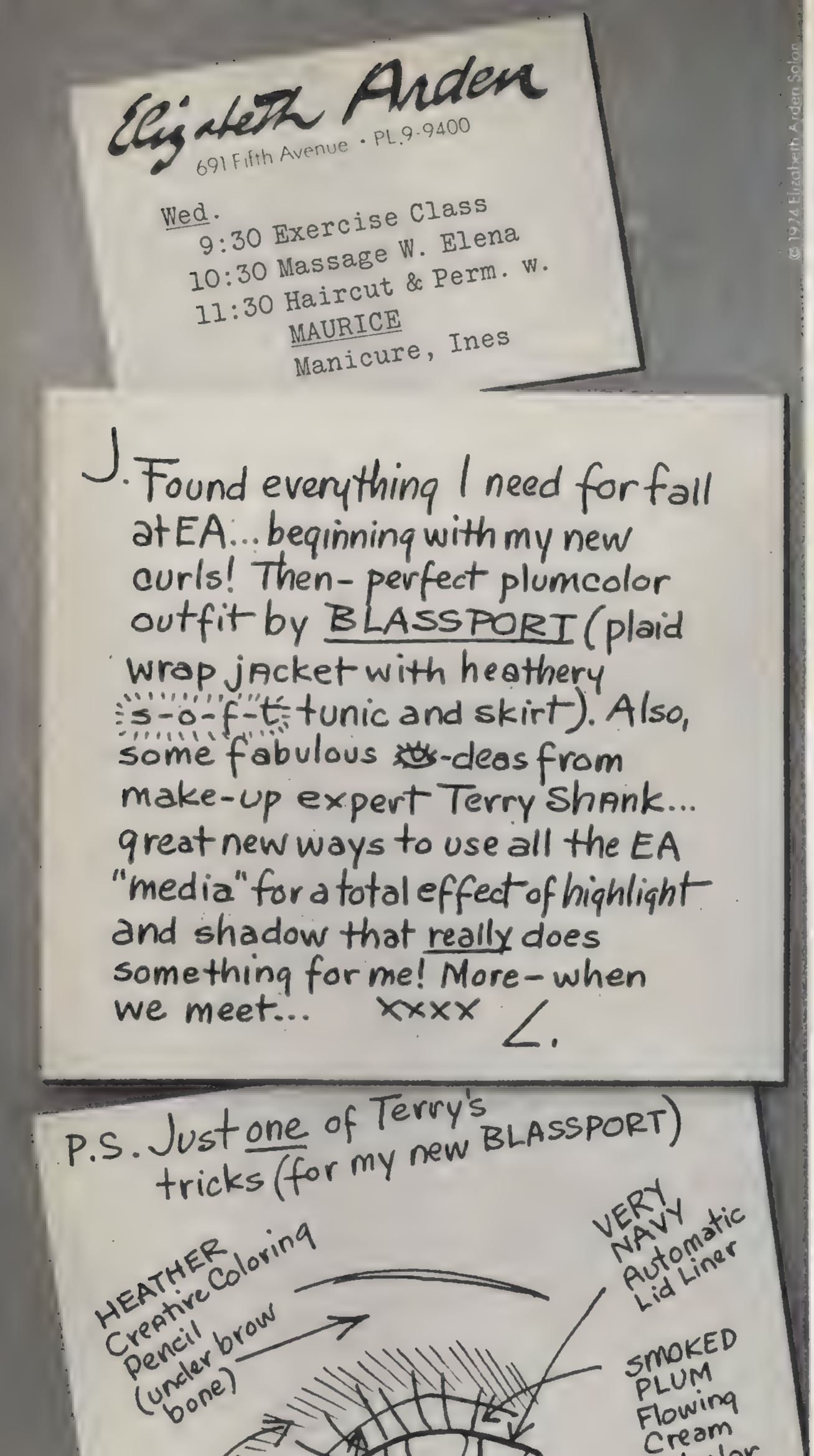
BERGDORF GOODMAN

FIFTH AVENUE, 57 TO 58TH STREETS • ON THE PLAZA • NEW YORK 10019 • PLAZA 3-7300

PURE VIRGIN WOOL

A rare breed indeed. The ultimate, pure virgin wool. Lovingly woven, styled and totally coordinated into a collection of very special value. By Pendleton, naturally. The Talk of the Townsuit: $110; Country Sophisticates® blouse, $18. Misses sizes. From our Country Clothes collection. Or write Pendleton Woolen Mills, Dept. H-84, Portland, Oregon 97201.

Pendleton . . . welcome to our world.



By Francesco Waldner

From August 1 through August 31

VOGUE

HORO SCOPE

IF YOU WERE BORN WHEN THE SUN WAS IN LEO: After difficulties during the first months, the second part of the year shows a steady improvement in your career and in your financial and economic affairs. The second half of August and all of October are favorable; but November could be critical, and that will be no time to make hasty decisions. In the past you may have suffered from uncertainties in your emotional life, but now you can count on happy, harmonious times, especially from August 15th to September 8th, October 3rd to 26th, and November 20th until the end of the year. Take care of your health, especially if you're traveling during November and the first days of December.

Aries MARCH 21—APRIL 20

Things tend to slow down. There will be delays—always irksome for Aries people who don't like to be kept waiting—but if you want to realize an ambition, don't force the pace. Be receptive to your family's plans and ideas. All matters connected with where to live must be settled; if you're building a house, make sure you have the money available. The month shows two quite different periods: the first part is complicated, while the second—thanks to excellent Venus/Mercury aspects—is promising. The 16th, 17th, 25th, and 26th are good days for your emotional life. **My advice:** Keep your temper on the 14th, 15th, 20th, 21st, and 27th-29th.

Taurus APRIL 21—MAY 20

Concentrate on the future and take steps to improve your income: the best opportunities come at the end of the month. There may be difficulties in your private life and emotional uncertainties on the 2nd-4th, 16th, and 17th. Try to be accommodating on the 22nd-24th, when there's a difference of opinion; and give in to your family the last two days of the month. Holiday with the person you love at the beginning of the month when there's a good Venus influence. **My advice:** Travel and shop on the 1st, 14th, 15th, 18th, 19th, and 27th-29th.

Gemini MAY 21—JUNE 21

Mixed influences. A strong Mars aspect makes you enterprising and energetic, but also rather impulsive. Be careful when traveling and discussing business matters from the 21st until the end of the month. You should be personally successful after the 15th. Meet friends and accept invitations for the 2nd-4th, 20th, 21st, 30th, and 31st. Avoid arguments within the family: critical days are the 5th, 6th, 18th, and 19th. Listen to others' ideas and keep your temper. **My advice:** Watch your health.

Cancer JUNE 22—JULY 22

A promising month: you can do exactly as you like. Collaboration will be satisfactory, and one of your plans should be a great success. Other plans develop more slowly, so don't be disappointed if things take their time on the 5th, 6th, 14th, 15th, and 22nd-24th. A good time for holidays and your emotional life. Days to be with the person you love are the 5th, 6th, 14th, 15th, and 22nd-24th. You could come up against opposition on the 1st and 27th-29th. **My advice:** Be patient, don't waste time on trifling matters.

Leo JULY 23—AUGUST 23

The first part of the month is uneventful; the second part is excellent and just right for a vacation. People will be attracted to you; take care not to cause jealousy. Good news about money on the 6th and 20th. You should have a great ability to speak or write, and one of your ambitions will soon be realized; but don't discuss it on the 10th-11th when other people are around. Happy days in your emotional life are the 7th-9th, 25th, and 26th. **My advice:** Don't let family problems upset you on the 22nd-24th, 30th, 31st.

(Continued on page 46)


Your own great look is what it's all about!
Elizabeth Arden Salon

Above it all.



Ego trip: The BigSweater difference. Hand knit, naturally! Acrylic, in copper or blackberry combinations. About $85. Sizes S,M,L. Continental trousers in dutch blue, blackberry or nutmeg. About $46. Sizes 6 16. Designed by Anne Pinkerton. Naturally at Bonwit Teller, New York; Filene's, Boston; Woolf Bros., Kansas City; Elder-Beerman, Dayton; Joske's of Houston.
GIRAFFE, A DIVISION OF JONES NEW YORK, 1411 BROADWAY, NEW YORK 10018.

VOGUE **HOROSCOPE** Continued from page 44

Virgo AUGUST 24—SEPTEMBER 23

Mars makes you active and energetic, but don't overdo or you will be too tired to enjoy the opportunities this month brings. Settle all business matters after the 21st when an excellent Mercury aspect helps you to have clear, practical ideas. Don't neglect a long-term project. Your private life is satisfactory and an emotional relationship makes gradual progress. Best days will be the 1st, 10th, 11th, and 27th-29th; less pleasant ones will be the 5th, 6th, 12th, 13th, 25th, and 26th. **My advice:** Avoid tension which could upset your emotional life.

Libra SEPTEMBER 24—OCTOBER 23

Now is the time to resolve a most important problem: during your vacation you should come to a clear conclusion. Be practical and judge the situation objectively; a compromise would only delay the decision. You must not underestimate your abilities. You will have an opportunity to prove them on the 12th and 13th. Good days for settling outstanding matters and writing letters are the 6th-20th. Wait until the 15th to go on vacation and you will have a lovely time. **My advice:** Take the initiative on the 2nd-4th, 16th, 17th, 30th, and 31st.

Scorpio OCTOBER 24—NOVEMBER 22

Your realistic attitude toward property and business affairs will bring success. Long-term plans develop well. Don't overlook minor difficulties from the 6th-20th, when there could be small financial losses. Don't waste time in discussions the 2nd-4th or the 10th-11th; you can't expect people always to agree with you. Try to go on vacation before a certain amount of trouble and inconvenience arises on the 16th, 17th, 30th, and 31st. There will be ups and downs in your emotional life but good luck on the 5th, 6th, 14th, 15th, 18th, and 19th. **My advice:** Try to be more tolerant.

Sagittarius NOVEMBER 23—DECEMBER 21

The general outlook isn't bad in spite of minor difficulties. Perhaps you are paying now for past mistakes. Don't get involved in legal matters or in other people's affairs. Be careful with financial matters, and don't buy anything you can't afford. You imagine that your resources are greater than they are. Don't lend money: you're unlikely to get it back. An excellent Venus aspect, starting on the 15th, helps your emotional life, and an unexpected meeting on the 16th or 17th could change everything for you. **My advice:** Be careful if you travel abroad.

Capricorn DECEMBER 22—JANUARY 20

You will handle all business affairs easily; a strong Mars aspect brings you energy and helps you to make decisions. Your special abilities bring success on the 5th and 6th. Clear up outstanding matters and vacation after the 15th; before then, Venus might complicate your emotional life. Later on, you will look at this period of your life with a different viewpoint. A happy weekend the 11th-12th puts you in touch with someone you will find irresistible. **My advice:** Make good use of help offered on the 18th and 19th.

Aquarius JANUARY 21—FEBRUARY 18

Plenty of variety this month; not a dull moment. You may overspend a bit, but this is only natural at vacation-time. Keep your eyes open, and don't take risks. If there is a domestic argument during the weekend of the 10th-11th, try to smooth things over to avoid repercussions on the 16th and 17th. During this difficult period it is not easy to make decisions; but, as you're usually ready to try anything new and different, you could be successful on the 12th-14th, 20th, and 21st. **My advice:** Make new friends who will encourage your artistic outlook, and try to ignore minor quarrels that may come up in your emotional life.

Pisces FEBRUARY 19—MARCH 20

A very lively month. In general things go well, but at times circumstances make you irritable. Be careful not to make wrong decisions from the 21st to the end of the month. Impatience will only hurt you, so take things easily and enjoy an excellent Venus influence the first two weeks. Happy times on the 14th and 15th; other favorable days are the 22nd-24th. Don't be too impulsive on the 12th, 13th, 18th, 19th, 25th, and 26th; think before you act. **My advice:** Take special care of your health and have a quiet vacation.



Virginia Slims recalls the 1908 American Woman's Do-it-yourself Exercise Program.



You've come a long way, baby.

VIRGINIA SLIMS

With rich Virginia flavor women like.



Tennis Fashions: Head Sports Wear

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Regular: 16 mg."tar," 1.1 mg. nicotine—Menthol: 17 mg."tar," 1.1 mg. nicotine av. per cigarette, FTC Report Mar.'74

INTRODUCTORY OFFER

Remarkable discovery
STOPS FINE LINES AROUND EYES, MOUTH!



IRMA SHORELL'S
Youth 25
MOISTURIZING CREME

Regular $12.50 size
$7.00
LIMITED TIME ONLY

Now — for the first time — you can stop yourself from looking older!

When I was in my 20's no creme was available that was effective in smoothing away the dryness lines — and stopping new ones from appearing.

YOUTH 25 — this new remarkable discovery does just that! Beauty editors, stewardesses, actresses — all testify that it works! It is the world's first liquid creme that is both a treatment and a moisturizer —in one . . . it imparts a healthy natural 'glowy' sheen to the skin.

The initial users — internationally famous beauties—were amazed! No more dryness lines formed around their eyes and throat. All stopped using foundations and much less makeup. And—in summer it enabled them to TAN BEAUTIFULLY—WITHOUT PEELING.

I know of no other product in the cosmetic world that has been as beneficial as YOUTH 25 to help the younger women eliminate the dry, taut, wrinkled feeling, protect her face against the drying, aging elements.

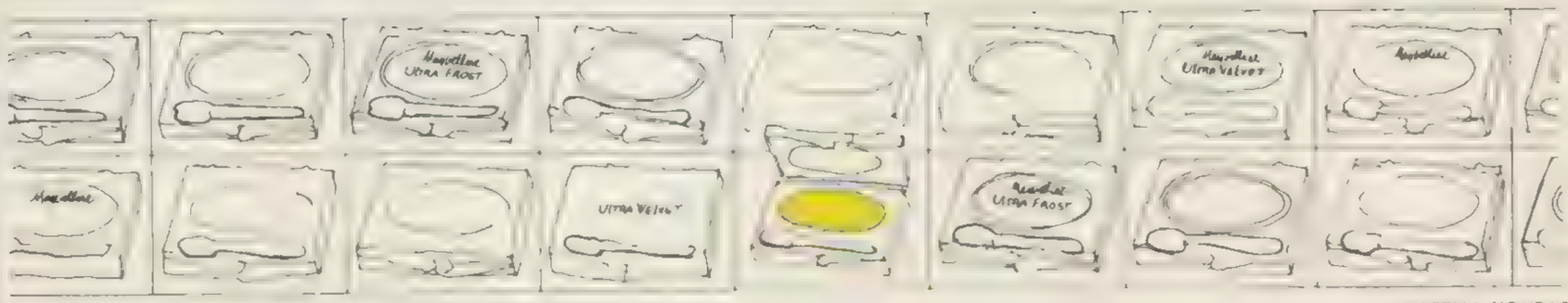
Irma Shorell

Write or phone
HENRI BENDEL
New York
GARFINCKEL'S
Washington
NEIMAN-MARCUS
Dallas • Houston • Ft. Worth
Bal Harbour • Atlanta
JOSEPH MAGNIN
California • Nevada
Hawaii • Colorado

© IRMA SHORELL INC N Y C

VOGUE **BEAUTY** CHECKOUT

Beauty helps for the great outdoors, a greater indoors—sun things, a beauty trip, new flashes for eyes



MARTHA VOUTAS

A batch of beauty ideas with a difference—in most cases, you can use them while you're having fun, or you'll have more fun because you're using them. . . . For the outdoor, sportsy life, some smart protections for skin: **Aztec sun lotions** in three formulations —for regular, gradual, or *no* suntan. Neat, long-lasting, they're recommended by Billie Jean King who knows a winner, and a suntan, when she sees one. Also for sportsters, sun or ski, **Bonne Bell**'s new Après Ski Shower and Tub that cleans, Après Ski Moisture Rub that softens and moisturizes—both are skin-revivers after beach or slope.

A complete line of sun products comes from **Lancaster**—not Pa. but Monte-Carlo, with directions in three languages since their fame is far-flung in Europe. These are described as "high security"—meaning they help you enjoy the sun without problems. All kinds of sun preps are included, even a sun night cream that knits up the sun-ravels of a day at the beach. For sensitive skins, four recent formulas from **Neutrogena:** body oil, bath gel, hand and skin lotion, and a concentrated hand cream—all unscented, coddling, hypoallergenic.

There's therapy, they say, in a sea voyage. Especially in a special voyage called **Cruise to Lose** —the bright idea of Arden Zinn, a fitness expert whose regular beat is Atlanta, Georgia, where she has a studio-gym with hoards of enthusiastic clients. About the Cruise to Lose: it's aboard the *Angelina Lauro*, a big Italian ship, recently renovated with built-in exercise and gym equipment. The cruise lasts a week, consists of a complete spa program planned and supervised by Ms. Zinn—exercise, yoga, sauna, massage, nutrition-conscious meals. A day starts with jogging, ends with dancing, is planned to provide all possible beauty benefits with sea air and fun thrown in. First cruise is September 1, it's repeated on September 8; both times the ship leaves from Charleston, South Carolina, goes to the Caribbean. Fares: $295 to $575. For more information and reservations, write *Creative Travel, Ltd., 3098 Piedmont Road NE, Atlanta, Georgia.*

Radiance for ship or shore. . . . **Lancôme**'s new Cheek Pommette, a blusher with gloss, to add glow to your face. From **Clinique** there is Colour Rub, sheer color in liquid form to wear as blusher or highlighter. Four shades: three are rosy, one is golden—makes a dazzling shimmer over a bit of tan.

Have fun with star-quality makeup—made by **Leichner,** a savvy cosmetic company that started 101 years ago in Germany. Long famous in the theatrical world, Leichner products are now available for non-stage use. They've always had marvelous colors, natural ingredients (their blusher, Rose Pon Pon, actually gets its color from rose petals), and a forward-looking lab (which came up with the first cream with vitamins A and E in 1912). Leichner makeup, now, is moving across the country—shortly to be in stores everywhere.

For lighter moments, try Interlude, **Frances Denney**'s flower-and-spice perfume, now in a new form: light cologne—currently in an introductory package along with Interlude body powder. Sweet idea from Frances: sprinkle cologne on your lightbulbs, to scent your room—heat will diffuse it. Another delight from **Hermès**—Calèche perfume in a leakproof, breakproof atomizer that's pretty and neat to carry. For hair that swoons easily—**Clairol**'s Herbal Essence Shampoo is now in a special formula for delicate hair; helps fine, brittle, or flyaway types. And, back to the sea, there's **Sea Breeze** antiseptic tonic for skin or scalp. Either way, it makes a tingling, clean feeling—use after a facewash, before a shampoo. ▽

Eighteen for eyes—new shadow colors

If variety is the spice of eyes, then hear this—there's a new collection of eye shadows, newly rich in color and substance, from **Maybelline.** Eighteen is the total number of shades; it subdivides into twelve Ultra Frosts, six Ultra Velvets. The colors are everything you always wanted, weren't afraid to ask for, but couldn't usually get (Lemon Frost, for instance, or Peach Frost—or that deep, rich Cinnamon Velvet). Luminous or matte-finish, they're all in a creamy powder form that goes on smoothly, stays put, comes in individual mini-compacts (see, *above*). Each: $1.25.

Other news for eyes: Mascara with Sealer, from **Aziza,** that overcomes the old problem of under-eye smears and smudges. New technology, they say, makes it stay fresh-looking all day; comes in a see-through applicator.

Then, getting in the lashed word, there are **Mod Lashes.** Long, feathery, uncostly, they're handmade of real hair, come with enough adhesive and detailed directions for putting on. Once in place, they give you new eye-lights. . . .



NARDIS OF DALLAS
100% Dacron® VIII Polyester Double-Knits available in fine stores across the U.S.A.

DU PONT Dacron® VIII POLYESTER

An IRMA SHORELL discovery

DERMABRāSE/35



"It's like having A *NEW SKIN IN 7 DAYS"



DERMABRASE/35 — my new facial discovery — is one of the most remarkable breakthroughs in the care of the skin. It makes possible a clearer, younger-looking *NEW SKIN: It clarifies, stimulates, helps refine pores and brings fresh, purifying blood to the surface.

DERMABRASE/35, with its Profiled Applicator, was developed in concert with a leading Dermatologist. Used as directed — it has reduced, often eliminated excess oiliness, clogged pores, skin blemishes such as whiteheads, blackheads.

REMARKABLE RESULTS

Its dermabrasive action removed the dry, flaky, dead skin cells which form the gray lifeless veil over the *NEW LIVING SKIN in just 7 days . . . revealing the fresh, lively new skin underneath.

Non-irritating and it is absolutely safe for even the most sensitive skin when my regimen is followed. See for yourself—Start enjoying a clearer, glorious complexion today!

Irma Shorell

Write or phone

HENRI BENDEL, New York
L. L. BERGER, Buffalo
REGENSTEIN'S, Atlanta
MAAS BROTHERS, Florida
HIMELHOCH'S, Detroit
GIMBELS, Milwaukee
NEUSTETERS, Colorado
FROST BROS., San Antonio
ROBINSON'S, S. California
MACY'S, California
NORDSTROM, Washington-Oregon

VOGUE **BEAUTY** CHECKOUT

News to give you a helping hand in the care and health of your nails

At last there's nail news you can really put your finger on. . . . The growing awareness of good health as well as good looks has prompted revelations about what is proper *and* pretty for nails. . . .

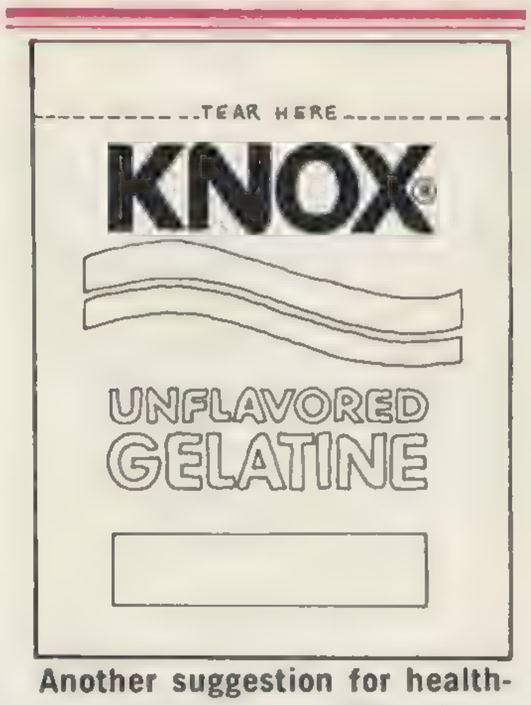


The Polly Bergen Company, *noting that hands give age away faster than the face, this month introduces a new Super Rich line of products, all with the idea of making hands prettier* and *in better shape. The nail colors strengthen as they color—with hardeners and a protein additive. Designed to dry quickly, the colors have been launched with Crystal Glaze Base and Top Coat, plus a Super Rich Hand and Cuticle Cream, made with Replenisil, a blend of oils and derivatives.*

More on the "compleat nail" comes from **Mavala**'s clinic in Geneva . . . their output includes a Scientific Nail Hardener—a way to prevent nail peeling by fusion of the layers at the tip of the nail where breakage begins. Other research for remedial products has produced Mavala's 002, a dual-action base coat that helps to protect the nail from day-to-day abuse (detergents, contact with hard surfaces, etc.) and to maintain its strength and health. If you are prone to biting your nails, a Mavala product called Stop helps to keep hand from mouth. Then when nails are long and strong, you have thirty-seven colors to choose from. . . .

Helena Rubinstein's new Night Cream for Nails softens cuticles and keeps nails moist to prevent brittleness while you sleep. All-day protection comes from Strong and Glossy Extra-Protective Nail Hardener, fortified with proteins and vitamins.

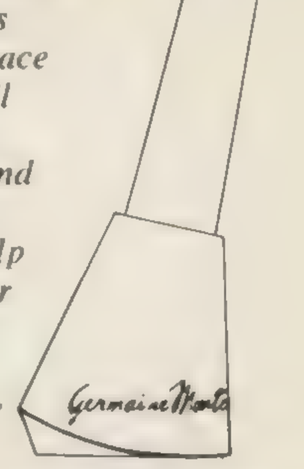
The gold is hardly standard in The Shining Spungolds from **Ultima II.** Three glittering additions to the Perfect Makeup for Nails collection include Spungold Copper, Topaz, and Amethyst; each comes paired with its own proteinized conditioner—good with a tan, good when clothes are minimal.



Another suggestion for healthier nails is ingested. The Lipton Company's Knox for Nails (yes, it's the original) has a new slant to its story. Lipton has conducted research on what it calls the Specific Dynamic Effects of gelatin which, they found, increases body heat and speeds metabolism rate . . . this seems to help carry nutrition to the nails to promote strength. All Lipton asks is that you eat their words. . . .

A feast of delectable colors comes this month from **Charles of the Ritz,** and they spread on the nails smoothly as butter—fitting, for the colors are Wheat Toast, Raisin Toast, Jelly Toast, and Burnt Toast (a slightly darker but not overdone shade). If nails aren't up to snuff, Ritz offers the Nail Fitness System with a Nail Bath, Cuticle Stuffing Lotion (an alternative to cutting cuticles), and a Moisture Balancing Conditioner—complete nail regimen in a neat kit . . . so you can have your toast and wear it, too.

Touching down in September will be Germaine Monteil's *first-time-ever nail treatments and colors. Housed in bottles designed after space capsules, the Nail Color I enamels number twelve and contain special ingredients to help them wear longer and harder. As a cosmetic house well aware of the importance of fashion colors, Monteil has also included Clear, Gold, and Platinum top coats that can be added to any shade to give extra brilliance. Other important news is the introduction of a Nail Conditioning Cleanser that contains no acetone that might steal away moisture. Rounding out the Module collection are Nail Primer, a translucent base coat, and Nail Care I, a cream for strengthening nails and lubricating cuticles that contains soluble collagen, a natural fibrous protein.*



The allergy problem

The number one cause of allergy in cosmetics is nail enamel (the second, hair spray). From research at **Texas Pharmacal Co.,** where allergies caused by nail enamel are being studied, comes the word that the most common allergy reaction is dermatitis, an inflammation of the skin.

Curiously, dermatitis appears around the eyelids, neck, and often on the legs—not around the nails. Reason? If you have ever rubbed your eyes with your fingertips, toyed with your necklace, or mended a run in your stocking with nail enamel, you have applied the irritant in the polish directly to your skin. This irritating ingredient is called toluene-sulfonamide resin, which you will *not* find in any of the Allercreme nail enamels manufactured by Texas Pharmacal Co.

Diamon Deb

Everyone knows diamonds are a nail's best friend, especially sprinkled in dust form on a file of nickel-and-silver alloy. **Diamon Deb** makes it this way to give nails the finest, least abrasive filing system there is.

MARTHA VOUTAS



PAT ASHLEY FOR JOHN MEYER (right), available at Peck & Peck, N.Y.; Famous-Barr, St. Louis; Carson Pirie Scott, Chicago; Ivey's, Charlotte, N.C. DEEDEE JARRETTE FOR JOY TIME (top left), in the bridal shop at Carson Pirie Scott, Chicago. BILL TICE ESP, a Sayour Co. (lower left), at Saks Fifth Avenue, N.Y.; Neiman-Marcus, Dallas; Harzfeld's, Kansas City. Everything, in silky, satiny Qiana® nylon. *Du Pont registered trademark. Du Pont makes fibers, not fabrics or fashions

Qiana®...by DuPont
nylon
So luxurious you'd never suspect it's practical.



From
The Metropolitan
Museum of Art

Christmas Catalogue

A new catalogue of unusual and distinctive presents from the Metropolitan Museum – gold bracelets and necklaces from Byzantium, *art nouveau* jewelry, exact copies of early American glass in crystal, amber, moonstone blue, and canary yellow, a silver lotus ladle from the T'ang dynasty, a Christmas snowflake and star, a French porcelain wine cooler, needlework kits of birds and flowers from the Unicorn tapestries, a bronze parrot from ancient Islam, medieval paintings in precious colors, a golden Chinese lion, colonial silver candlesticks, a thistle-shaped pewter tankard, and the Museum's own cookbook. These are only a few of the more than seventy-five new suggestions for Christmas which also include next year's engagement calendar, *Life in America*, a dramatic evocation of our country as it was the day before yesterday. ☆ In addition there are fifty new Christmas cards – an unparalleled selection of paintings, drawings, engravings, ivories, stained glass, quilts, embroideries, and sculpture. The cards are priced from 15 to 50 cents each and the Christmas presents start at $2.95. They are made especially for the Museum and can be bought *only* by mail or at the Museum itself. Send the coupon below, with twenty-five cents, for your copy of the illustrated 100-page color catalogue.

The Metropolitan Museum of Art
255 Gracie Station, New York 10028 G2

Please send me the Museum's new catalogue of Christmas cards, 25 cents enclosed

Name _____

Address _____

_____ ZIP _____

VOGUE READY **BEAUTY**

For better-looking men— new grooming aids

Any man can have a better image —they all know this now, and they're working at it with admirable results. Last year $800,000,000 was spent on men's grooming aids and toiletries alone, and this year, that amount is expected to rise. We like the idea and have a few suggestions, here, on more new ways a man can spruce up.

Worth having is the **Remington Mist Air Hot Comb** for men —a businesslike instrument that styles hair while it blows it dry. If the hair isn't wet to start with, there's a mist chamber that (just press the lever) directs a little dampness where it's needed. Cowlicks get curbed, thinning hair is fluffed to look fuller, too-curly hair is relaxed and made more manageable. Attachments come along: a brush, wide- and narrow-tooth combs, and a little booklet of styling tips.

One thing American men like now is a good noticeable scent— so much so that in France, the makers of men's colognes have found their products please the American market more if the scent is made *less* subtle. A favorite from France is the sophisticated Zizanie by **Fabergé,** and there is a smart way to have it— in the **Zizanie Travel Tote,** a black, zipped pouch that Z's in on after-shave cream, French-milled soap, and spray deodorant. Comes in a snappy gift package —silver with tricolor ribbons (studies show that men are just as influenced by a good-looking package as women). Other package deals from Fabergé are the **Brut Duet,** including Brut Jr. lotion and a small carafe of twelve Brut sachets for drawers, closets, locker room, and the **Aphrodisia Tote Bag**—a tan vinyl case containing lotion, soap on a rope, and stick deodorant.

Another favorite scent for men is Aramis. New way to have this: **Aramis Sports Splash** that's like a tonic for the body—bracing, cooling—to use after a shower or to keep around the tennis court, golf course, or sailboat. Comes with or without a spray top, in unbreakable containers.

A more recent line of male good-lookers was launched last September—**Lucarelli,** a division of **Frances Denney.** These products include Totally Different Cologne (hefty but restrained), beard softener, a gel face scrub, and after-shave skin fortifier made without alcohol. Packaging for these is a handsome brown with white graph-lines—a design now also used in a just-launched range of Lucarelli leather goods, consisting of billfolds, card cases, key cases, even a tennis-racquet cover. These, neat and unbulky, in tan canvas with brown graph-lines, brown leather edges. (Shoring up the graph-line idea, there's a beach towel, made by Wamsutta, with this same design—you put your Lucarelli sun cream in its Velcro'd pocket.

Back to where we started— hair: good hair stylists for men are getting better and more plentiful. A leading one on the West Coast is **Frank De Mille,** an early hair-consciousness-raiser for men. He goes in for hair design, skin care, and manicures for men in his new salon at 332 North Rodeo Drive in Beverly Hills. In New York, there is **James of The Plaza,** a thinking-man's hair stylist whose clients include top executives, states-



GUY BILLOUT

men, actors, and a whole football team—James was recently appointed official hair stylist for the Jets. Besides masterful cutting and styling, this salon also works at hair health, making points with treatments and products from the René Furterer Clinic of Paris. All this gets carried out in a men's-club atmosphere—wood paneling and all. ▽

Crystal Plus In Beautiful British Columbia.

BERGDORF GOODMAN Separate Situations, Suits, 3rd Floor, New York./I. MAGNIN, All Stores



British Columbia, a Canadian province of striking contrast . . . sophisticated cities, rugged mountains to rival the Alps, suited perfectly to the changeable ways of Crystal's 'Put-Togethers'.

Battelstein's, Houston • Jacobson's, Michigan • Montaldo's, all stores • Wanamaker's, Philadelphia • Woolf Bros., all stores • Jackson Graves, Minneapolis • Rich's, Atlanta

Crystal Plus . . . travel-talented separates in doubleknits of Dacron® polyester and Orlon® acrylic contrast, match, combine . . . move effortlessly from nature's wonders by day to the elegance of the evening in beautiful British Columbia. Catch the ferry from Victoria to Vancouver, explore flower lined city streets or a ravine spanning suspension bridge with ever-changing Crystal Plus.

From $20 to $72 in sizes 6-18, the 'Put-Togethers'. . . winter white, camel or gray . . . alone or in combination, superbly packable, ready when you are.

Prices vary in certain cities.

For information about visiting Beautiful British Columbia, please write:

Department of Travel Industry
1019 Wharf Street
Victoria, British Columbia



Crystal Plus . . . situation-meeting separates to suit the many moods of British Columbia, beautifully.

Also available at these fine stores:

Abingdon, Va. . . . . Maxine's
Akron, Oh. . . . . Birnbaum's
Albuquerque, N.M. . . . . Joyce of Hawaii
Alexandria, La. . . Weiss & Goldring
Anderson, In. . . Goehring's World of Fashion
Asheboro, N.C. . . . . Riddles, Inc.
Asheville, N.C. . . . . John Carroll
Austin, Tx. . . . . Scarbrough's
Bainbridge Island, Wa. . . . . Genii Boutique
Batavia, N.Y. . . . McAlpine—Barton
Bellingham, Wa. . . . . Robert Burns
Beloit, Wi. . . . . Clara Stone
Belvedere, Ca . . . . . Angier's Inc.
Benson, Mn. . . . . Thompson's
Birmingham, Al. . . . . Village Sportswear
Boulder, Co. . . Brooks Fauber Inc.
Brant Beach, N.J. . The Island Shop
Breckenridge, Tx. . . . . The Hub
Bristol, Tn. . . . . The Fashion Shop
Bryan, Tx. . . . . Ruth's Fashions
Buffalo, N.Y. . . . . Slotkins
Burlington, N.C. . . . . Blanchard's
Canton, Il. . . . . Lee—Rose
Canton, Oh. . . . . Stern and Mann's
Carmel, Ca. . . . . Cinderella Shop
Carrollton, Ky. . . . . Carroll Shop
Casper, Wy. . . . . Blakey & Co.
Charleston, W. Va. . . . . Peck's Inc.
Charlottesville, Va. . . . . Town & Country Shop
Chattanooga, Tn. . . . . Hackney's
Cheyenne, Wy. . . . National Furs & Fashions
Chillicothe, Oh. . . . . Tudor's
Cincinnati, Oh. . Kenwood McAlpin
Clayton, Mo . . . . . Robb's
Cleveland, Oh. . . . . Lota Kelly—Wm. Kitt
Cody, Wy. . . . . Bustles 'N Bows
Columbus, Oh. . . Town & Country Spec. Shop
Concord, N.C. . . . . Neta B. Helms
Coronado, Ca. . . . . Leiah Elgin
Culpeper, Va. . . . . Jayne's
Cumberland, Md. . . . Peskin's Inc.
Darien, Ct. . . . . Margo Moore
Dayton, Oh. . . . . Billy Lewis
Daytona Beach, Fla. . . Sussman's
Deal, N.J. . . . . Lor—Ane
Decatur, Il. . . Van Law Carol's, Inc.
De Kalb, Il. . . . Eileen's Hi-Fashion
Des Moines, Ia. . . . . Wolf's
Dothan, Al. . . . . Todd's, Inc.
Du Bois, Pa. . . . . Leonardson's
Dubuque, Ia. . . . . Stevens
Duluth, Mn. . . . . Arthur A. Silver Dress Shop Inc.
Eden, N.C. . . . . Towne Squire Ltd.
Edina, Mn. . . . . Lucile's Fashions
Elgin, Il. . . . . The Boutique
Elizabeth, N.J. . . . Mason Edwards
Elmira, N.Y. . The Lovely Shop, Inc.
Englewood, Co. . . . . Jean's of Englewood
Ephrata, Wa. . . . . The Barnes Shop
Evansville, In. . . . . Strouse's
Fairmont, Mn. . . . . Georgia's
Fayetteville, N.C. . . . . Bahia's Inc.
Fletcher, N.C. . . . William & Mary
Fort Myers, Fla. . . . . Elsa's Inc.
Galesburg, Il. . . . . Fred Schuback
Gloversville, N.Y. . . . . Jack & Jill Shoppe
Grand Rapids, Mi. . . . . Alice Jane Dows
Granville, Oh. . . Phoebe's Custom Apparel
Great Falls, Mt. . . . . Dale Stapp
Hamden, Ct. . . . . Richard Thomas
Hamilton, Oh. . . . . Irene's
Hermiston, Or. . . . . Burnham's Dept. Store
Hibbing, Mn. . . . . Nides Fashion Shoppe
Hickory, N.C. . . . . Kahes Inc.
High Point, N.C. . . . . John T. Ellis & Co.
Henderson, Ky. . . . . Bohn's
Henderson, N.C. . Roth Stewart Co
Henderson, Tx. . . . . Evelyn's
Homewood, Al. . . . . Penny Palmer Shop, Inc.
Hopkins, Mn. . . . . Nygren's
Huntington, N.Y. . . . Millicent Kalt
Huntington, W. Va. . . . . Brown's Apparel
Ithaca, N.Y. . . . . John Lewton
Jacksonville, Fl. . . . . Bolun's
Jacksonville, Il. . . . . Newell's
Jamestown, N.Y. . Village Corner
Johnstown, Pa. . . . . Brett's
Joplin, Mo. . . . . Newman's
Killeen, Tx. . . . . Clytie's
La Grande, Or. . . . . The Top Shop
La Jolla, Ca. . . Stuards for Women
Lake City, Fl. . . Bruce Clothing Co
Lake Geneva, Wi. . Witherspoon's
Laredo, Tx. . . . . Polly Adams
Las Cruces, N.M. . . Geor Jess, Inc.
Laurinburg, N.C. . . . . Gaston McBryde Inc.
Lewiston, Id. . . . . Renee
Lewton, Ok. . . . . Parisian
Lexington, Ky. . . . . Embry's & Co., Inc
Lexington, N.C. . . "Boots" Shoppe
Lincoln, Nb. . . . Hovland Swanson
Linden, N.J . . . . Arthur's Limited Edition
Lisbon, N.H. . . . . S.H.E. Inc.
Lockport, N.Y. . . Flora Hatch Inc
Lodi, Ca. . . . . Personality Shoppe
Longview, Wa . . . . . The Empire
Los Gatos, Ca. . . . . Ida Mina's Fashions
Louisville, Ky. . . . . Hytken's
Lynchburg, Va. . . . . Stork's Inc.
Madison, Wi. . . . . W. J. Randall's
Martinsburg, W.V. . . . . Minnick's
Massillon, Oh. . . . . Zelei's
McAllen, Tx. . . . Valley Mercantile
Menlo Park, Ca. . . The Surrey Shop
Michigan City, In. . . . . Ohming's
Middleburg, Va. . . The Iron Jockey
Mobile, Al. . . . . Raphael's
Moline, Il. . . . . La Rose Shoppe
Montgomery, Al. . . . . Miller's
Mt. Olive, N.C. . . . Ethel's Shoppe
Napa, Ca. . . . . Modern Eve of Napa, Inc.
Nashville, Tn. . . . . Grace's
Neenah, Wi. . . . . Carlson's Closet
New Hartford, N.Y. . . . Goldberg's
Niskayuna, N.Y. . . . . Dall's Gentlewoman Ltd.
Norristown, Pa. . . . . Feder's
North Wilkesboro, N.C. . . . . Hubbard's Clothiers
Oakland, Ca. . . . . The Little Daisy
Oak Park, Il. . . . . Gilmore's
Ocala, Fl. . . . . Blocker's
Oconomowoc, Wi. . . . . Snyders
Oildale, Ca. . . . . Sullivan's
Oklahoma City, Ok. . . . . Jerome's
Omaha, Nb. . . . . Zoob's
Oneonta, N.Y. . . . . Bacram Ltd.
Oregon City, Or. . . . Lance Apparel
Orinda, Ca . . . . . Ogden's
Orlando, Fl. . . . . Gibbs-Louis
Painted Post, N.Y. Willow Shop
Park Ridge, Il. . . . . The Park Shop
Pearisburg, Va. . . . . Wittens of Pearisburg
Pendleton, Or. . . . . The Frances Shop, Inc.
Peoria, Il. . . . Broms Furs-Fashions
Pinehurst, N.C. . . . . Christine's Boutique Inc.
Pittsburgh, Pa. . . . . Azens
Placerville, Ca. . . . . Kay's
Plymouth, N.C. . . . . The Fashion Shop
Portland, Or. . . . . Helen's "Of Course"
Poughkeepsie, N.Y. . . Rose Marie's
Primeville, Or. . . . . Yancey's
Raleigh, N.C. . . . . Burton's Inc.
Red Bank, N.J. . . . . Wilhelmina Dobbins Ltd.
Reno, Ne. . . . . Menard's Ltd.
Roanoke, Va. . . . . Horne's
Rockford, Il. . . . . Phyllis Starr
Rock Island, Il. . . Ruth Helen Shop
Rome, N.Y. . . . . Simpkins, Inc.
Roseland, N.J. . . . Budds Fashions
Salina, Ks. . . . . Shelton's Inc.
Salinas, Ca. . . Cinderella's Vogue
Salisbury, N.C. . . . . Purcell's-Richard Dobkin
Salt Lake City, Ut. . . Arthur Frank
San Diego, Ca. . . The Village Top Drawer
San Francisco, Ca. . . Fambrough's
San Luis Obispo, Ca. . . . . Leonore Smith
Santa Barbara, Ca. . . Penninger's
Santa Clara, Ca. . . . . Marcus
Santa Fe, N.M. . . . . La Tienda De Santa Fe
Santa Monica, Ca. . . . . Sandy's Fashions
Sarasota, Fl. . . . . Town n' Country
Schenectady, N.Y. . . . . Imperial
Seaside, Or. . . . . Kayhynn
Seattle, Wa. . . . . Trilogy Shop
Seekonk, Ma. . . . . Jackie
Sheridan, Wy. . . . . Angionettes
Simsbury, Ct. . . . . The Calliope
Sioux City, Ia. . . . . Fishgall's
Smithtown, N.Y. . . . Marie Healsey
Sonora, Ca. . . . . Sanford's
Spartanburg, S.C. . . Aug. W. Smith Co.
Springfield, Il. . . . S. A. Barker Co.
St. Joseph, Mi. . . . . Blake's Inc.
St. Paul, Mn. . . . . Frank Murphy
Statesville, N.C. . . . . Nita's Inc.
Staunton, Va. . . . . Schwarzchild's
Stillwater, Mn. . . . . Kollinger's
Summit, N.J. . . . . Miss Nellie
Sunbury, Pa. . . . . Rosenblum's
Swarthmore, Pa. . . . . The Park Avenue Shop, Inc.
Toledo, Oh. . . . . The Sophia Lustig Shop
Tulsa, Ok. . . . . Dorothy's
Twin Falls, Id. . . . . The Paris Co.
Utica, N.Y. . . . . The Princess Shop
Vallejo, Ca. . . . . Arnold Lieb Fashions
Venice, Fl. . . . . The Eleganté Lady
Ventura, Ca. . . . . The In Shoppe
Victoria, Tx. . . . . Jean's
Waco, Tx. . . . . Town & Country Dress Shop, Inc.
Wadesboro, N.C. . . . . Jane Ross Shoppe
Watsonville, Ca. . . . . Towntry Fashions
Waukesha, Wi. . . . . Annette Ross
Wausau, Wi. . . . . Schmidt's
Waynesburg, Pa. . . . . Jo Ann's Village Casuals
Watertown, N.Y. . . . . The Country Shoppe
Webster Groves, Mo. . . The Station
West Chester, Pa. . . . . Joel's
Western Springs, Tx. . . . . Myree Fashions
Westfield, N.J. . . . . Jane Smith
Westfield, N.Y. . . Westfield Dept. Store Inc.
Westport, Ct. . . . . Kay Walsh
Whitefish, Mt. . . The Village Shop
Whitefish Bay, Wi. . . Angionette's
Whiteville, N.C. . . . . J.S. Mann's Dept. Store
Williamston, N.C. . . . . House of Fashion
Wilmington, De. . . . . Finkel's
Wilson, N.C. . . . . Lisabeth's
Winston-Salem, N.C. . . . . Bocock-Stroud Co.
Worcester, Ma. . . . Aunty Butterfly
Worthington, Mn. . . . . Harper's Fashion Shop
Yakima, Wa. . . . . Clothes Tree
Zanesville, Oh. . . . . Orpha Flowers

Crystal Plus, 498 Seventh Avenue, New York 10018

VOGUE READY **BEAUTY**

Solving cosmetic problems for Black women—perfectly

"The real difference between Black and Caucasian complexions is skin undertone. While the white woman has pink undertones, the Black woman can have orange, blue, even purple, but never pink." This statement comes from Barbara Walden, president of the **Barbara Walden Cosmetic Co.** in Los Angeles. As a former actress, Miss Walden encountered every conceivable kind of lotion, potion, and makeup concoction . . . finding most of them chemically improper for her natural needs and coloration. The red pigments used in many cosmetics flatter the pink undertones of white skin, but can produce unbecoming chalky grey, ocher, or red casts to Blacks. By reformulating foundation mixtures, Barbara Walden has now developed bases that include orange and brown pigments—great looking on the Black complexion. Her seven shades of foundation range from toasty to ebony; and there is a full complement of rouges, eye shadows, and lipsticks to choose from, including a special Lip-Coat, Lip-Lite, and Lip-Dark to solve the long-standing problem of equalizing lip color: many Black women have one lip darker than the other. . . .

More juggling of pigment ratios has been carried out by the **Fashion Fair Cosmetics Co.,** founded by Eunice Johnson, and evolving from the frustrations of Black models participating in the Ebony Fashion Show, a yearly charitable event in eighty cities. Mrs. Johnson, producer-director of the show, noted that all the models mixed their own makeup, feeling unable to use the cosmetics available. After long research, Fashion Fair came into being, emphasizing a smooth, sheer look with six Sheer Foundations and five Perfect Finish creme cake makeups. The formulas involve a rich brown base with gold undertones—again, definitely no red pigments to produce pink effects. Warmth pervades color in products for eyes, lips, and cheeks, with cinnamon, peach, russet, and plum predominating.

To broaden further the beauty horizon for every Black woman, **Naomi Sims** has enlarged her wig collection to twelve styles for fall. One of the first to liberate the natural hairstyles of Black women by using Kanekalon Presselle, a fiber that duplicates the natural texture of Black hair, Naomi has gone on to concentrate on new color potentials. In her new styles, amber and russet highlights will prevail, including one dramatic grey-streaked mahogany.

Beverly Johnson, our August cover girl, knows her face as well as a cartographer knows her map, but is still willing to learn any new makeup trick around—such as those dispensed by imaginative makeup artist **Joey Mills,** who works on all manner of skin colors and types at Cinandre (21 East 57th St., N.Y.C.). For darker complexions, he starts with a thorough cleansing using a rich medicated soap, follows this with a combination of astringent, lemon juice, and alcohol to get face palette truly clean. Next, he uses a light moisturizer from neck to hairline before applying an undertoner to suit individual skin color. The Black skin has infinitely more varieties than the white. Joey silk-sponges on proper foundation mixture—since skin color varies from place to place on the face, he mixes each base from scratch, maintains evenness by dusting with loose transparent powder. "Find your bones," says Joey, "then apply contour color with a slanted brow brush underneath cheekbones and on either side of the forehead." He blends bronze blush with a dash of purple, plum, or vermilion to get even cheek color. "Frame your eyes." For protruding eyes, he says the best colors are dark and smoky . . . for receding eyes, a dark color in the crease, light shadow below brow. "Bronze your lips" to equalize color, then use a dark color lipstick, a burgundy or deep orange. To avoid the overfull look to the lips that Black skin often has, apply gloss only in the center of lip area. Finally, says Joey, "narrow your nose if necessary" . . . penciling dark-brown lines down either side of nose, using the start of your eyebrows as a guide. Follow up by using light shadow down center of nose and blend . . . blend . . . blend. ▽



VOGUE

FOOD

Summer living in Italy: two famous men entertain

VALENTINO

has a crowd for swimming, buffet supper, a movie—at his house on the outskirts of Rome

Valentino's swimming pool is the rallying point for the kind of summer entertaining he likes best. Twenty-five or thirty friends come out from Rome around 5 P.M. for swimming, drinks, and games in the game room (rodeo, shooting gallery, mini-golf—all of the pinball variety). Then comes a big buffet supper—two or three kinds of spaghetti and pasta, eggs with spinach, cheese mousse, cake with fruits, white wine, coffee—all set out on a table with an Indian cotton cloth.

Then, everyone descends to the projection room, below garden level—really a vast, cool summer living room done in straw, wicker, bamboo, with a brick ceiling. A projectionist comes out from Rome, and the favorite movies are American ones of *Late Show* vintage, with English sound tracks. (*Sorry, Wrong Number*, with Barbara Stanwyck and Burt Lancaster, was a recent smash.) . . . Then, perhaps, another swim. (More on Valentino, pages 114-117.)

ZEFFIRELLI

plies his guests with fresh fruits and vegetables he grows himself—at a villa in Positano

With Franco Zeffirelli at Positano, the day starts with breakfast—anytime after 8:30—on a terrace inundated with bougainvillaea, overlooking the sea. Wonderful hot Neapolitan espresso coffee, fresh bread with homemade marmalades and jams—the fig and apricot jams are sensational. . . . Then, complete relaxation on the rocks by the sea or boating to the nearby Island of Galli. Or, one can go sight-seeing at Pompeii, or Paestum, with its superb Greek temple—both are within easy driving distance.

Luncheon is served, late, on the veranda, shaded by its straw roof. Iced white wine, the ravishing view—and a delicious lunch in which the fresh vegetables, fruits, even the herbs, come from the villa's own gardens and orchards. Zeffirelli is a passionate gardener who sends far and wide for seeds, bulbs, and plants—to Philadelphia (Burpee) for vegetable seeds, England (Blackmore & Langdon) for begonias, Milan (Fratelli Ingegnoli) for roses. His cherries, figs, and apricots are famous up and down the coast—so are his golden Jubilee tomatoes (American immigrants), which are bottled and used for cooking all through the year.

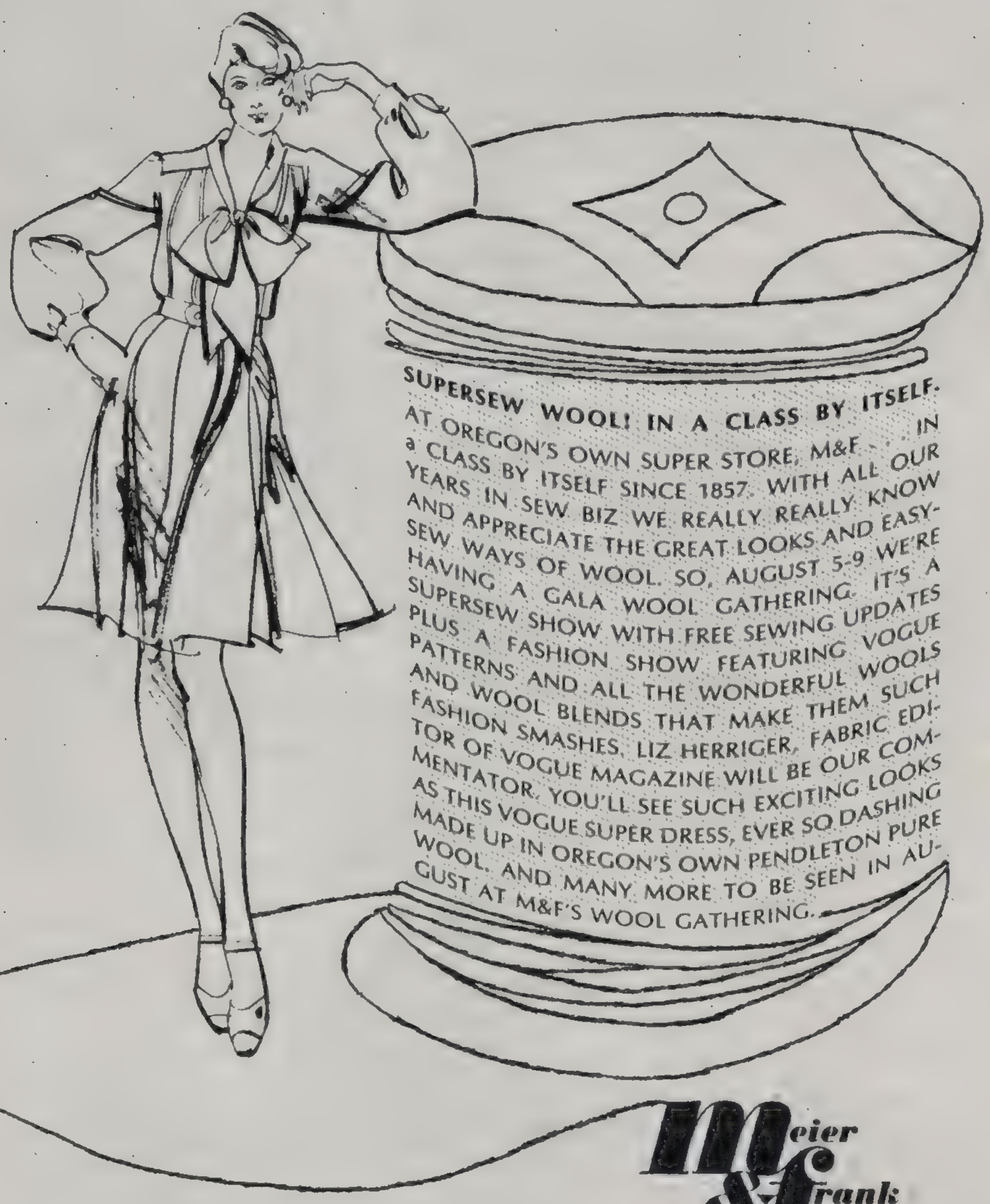
A typical lunch at the villa might consist of a pasta dish, such as Cannelloni alla Napoletana (details on page 60); a veal dish with vegetables; a fresh salad of Jubilee tomatoes and herbs. Then, only fresh fruit and espresso. . . . After lunch comes a siesta, then, later in the afternoon, a bit of shopping in Positano, with drinks at the Buca di Bacco, on the famous little piazza of this enchanting town.

Dinner, around 9:30 P.M., is preceded by drinks in the Berber room—white tiles, white sofas, furniture in pale wood inlaid with mother-of-pearl. In spite of all the luxury, the atmosphere is always relaxed, casual—bare feet and shirt sleeves. . . . Dinner might start with Minestrone di Verdura, go on to Frittura di Pesce (both, described on page 60), and end with a Torta di Albicocche—a tart of fresh apricots—prepared by Zeffirelli himself; he has a flair for making desserts and adores doing it. After dinner there are parlor games testing one's erudition or card games until the small hours. . . .

Many of the dishes served at the villa are not too difficult to prepare. Like much of the best Italian cooking, they depend less on complicated procedures than on fresh, ripe ingredients. (Recipes from Zeffirelli on page 60; more about him, page 118.)

PURE WOOL®

WOOL GATHERING IN OREGON



SUPERSEW WOOL! IN A CLASS BY ITSELF. AT OREGON'S OWN SUPER STORE, M&F ... IN a CLASS BY ITSELF SINCE 1857. WITH ALL OUR YEARS IN SEW BIZ WE REALLY REALLY KNOW AND APPRECIATE THE GREAT LOOKS AND EASY-SEW WAYS OF WOOL. SO, AUGUST 5-9 WE'RE HAVING A GALA WOOL GATHERING. IT'S A SUPERSEW SHOW WITH FREE SEWING UPDATES PLUS A FASHION SHOW FEATURING VOGUE PATTERNS AND ALL THE WONDERFUL WOOLS AND WOOL BLENDS THAT MAKE THEM SUCH FASHION SMASHES. LIZ HERRIGER, FABRIC EDITOR OF VOGUE MAGAZINE WILL BE OUR COMMENTATOR. YOU'LL SEE SUCH EXCITING LOOKS AS THIS VOGUE SUPER DRESS, EVER SO DASHING MADE UP IN OREGON'S OWN PENDLETON PURE WOOL. AND MANY MORE TO BE SEEN IN AUGUST AT M&F'S WOOL GATHERING.

Meier & Frank

Easy Italian dishes— for summer tables anywhere

Cannelloni alla Napoletana

In Italy, the cannelloni—pasta cut into rectangles—would be homemade. Here, it's probably easier to buy it in a box. . . . Drop the cannelloni into boiling salted water and cook *al dente*. Make a mixture of cooked chopped spinach (about 2 cups); (about 8 oz.) cooked ham cut into julienne strips; ricotta cheese (about 1¾ cups); and light cream (about ¾ cup). Season with salt and pepper. Fill rectangles with mixture and roll up tightly; place in a buttered ovenproof dish. Top with Parmesan cheese (about ½ cup), and dot liberally with butter (about 1¾ sticks, cut into small bits). Bake at 400° until golden. Serves four.

Minestrone di Verdura

This is simply a delicious vegetable soup, and you'll have to adjust the quantities of vegetables used according to how much you want to make. The general procedure is as follows:

Chop, coarsely, equal quantities of beets, zucchini, spinach, tomatoes, new potatoes, parsley, celery, and carrots. Sauté them and 1 or more chopped onions in olive oil for about 5 minutes. Put them in a soup pot; add water to cover. Bring to boil, then lower heat and simmer until vegetables are tender. Season with salt and pepper. Serve hot or cold, topped with a generous sprinkling of Parmesan cheese.

Frittura di Pesce

This is a marvelous Italian fish fry which is made, in Positano, with *calamari* (squid), crayfish, anchovy, and red mullet. Perhaps local substitutes can be found—lobster tails could stand in for the crayfish. Whatever fish is used, it should be washed and cut into pieces. Dip each piece quickly into strongly salted water, then into flour. Sauté in olive oil, turning often. Serve very hot with lemon slices.

Pasta con Zucchini

This is made with bucatini, another kind of pasta that can be bought in a ready-to-cook version. . . . Drop bucatini into boiling salted water and cook until not quite firm (slightly underdone). Wash and slice 1¾ pounds zucchini. Coat zucchini slices with flour; sauté in olive oil until golden. Drain. Then, combine the bucatini and the zucchini slices with the following: ½ to ¾ cup grated Parmesan cheese; ¼ to ½ cup grated Pecorino cheese; 7 or 8 tablespoons butter; salt and pepper. Toss all together. Reheat. Serve hot, topped with finely chopped parsley. Serves four.

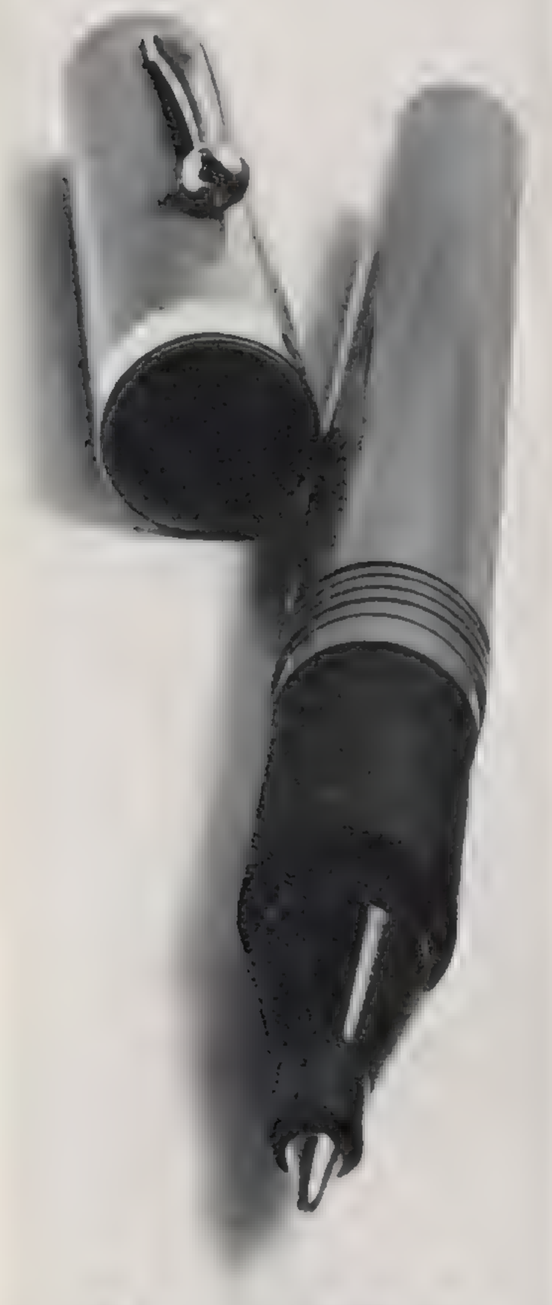
Chicken alla Birra

This dish must be started the day before. You need a 3-pound chicken, cut into serving pieces; 2 onions, peeled and sliced; and about 2 cups beer. Soak chicken in beer with onions for about 24 hours. Then, remove chicken pieces from marinade and roll in seasoned flour. Sauté gently in butter (about 2½ sticks) until tender and golden. Serve with lemon slices. Serves four.

Zucchini Ripieni

A delicious version of stuffed zucchini. For four people, you need 10 zucchini, washed and cut in half lengthwise. Scoop out pulp from centers and combine with the following: 3 slices bread that have been softened in milk and crumbled, 1 pound ground veal, 1 egg, ¼ to ½ cup light cream, ¼ cup grated Parmesan cheese, and a handful of chopped parsley. Add salt, pepper, and curry powder to taste. Fill zucchini shells with mixture. Place shells in a buttered ovenproof dish, dot liberally with butter, and bake in moderate oven until zucchini is tender. Serve very hot.

The NoNonsense™ Pen
by SHEAFFER



You refill it, not replace it.

Simple. Honest. Fits nicely in your fingers, for real writing comfort. Refillable. Choice of three writing systems—ballpoint, marker or fountain pen. The **NoNonsense** Pens.

$1.98

SHEAFFER. WORLD-WIDE. A textron COMPANY

Bodin Knits made with Nandel™ ACRYLIC are available at these fine stores:

ALABAMA
Birmingham ..... Yeilding's, Inc.
Mobile ..... Kayser's, Inc.
Montgomery ..... Gayfer's
ARIZONA
Mesa ..... Camelot Sports Shop
ARKANSAS
Ft. Smith ..... Campbell and branches
Helena ..... Neil Miller
Little Rock ..... Dumas, Inc., and branches
CALIFORNIA
Carmel ..... Cinderella Shop and branches
Fresno ..... Cahn's of Fresno
Los Angeles ..... Harris & Frank and branches
The May Co. and branches
J. W. Robinson Co. and branches
San Diego ..... Walker Scott Co. and branches
Van Nuys ..... Lana's Dress Shop
COLORADO
Denver ..... Fashion Bar, Inc., and branches
DELAWARE
Wilmington ..... Suburban Sportswear Shop
WASHINGTON, D.C.
..... The Hecht Co. and branches
FLORIDA
Jacksonville ..... The French Novelty
Miami ..... Burdine's and branches
Jordan Marsh and branches
St. Petersburg ..... Robinson's of Florida
Tampa ..... Maas Bros., Inc., and branches
GEORGIA
Atlanta ..... Rich's, Inc., and branches
Augusta ..... Fifth Ave. Shoppe, Inc
Macon ..... Personality Shop
ILLINOIS
Chicago ..... Baskin Clothing Co. and branches
Carson, Pirie, Scott & Co. and branches
Galesburg ..... Fred Scherbach
Kankakee ..... Samuels
Peoria ..... The Schradzki Co
Quincy ..... State Street Store
Springfield ..... The Vogue
INDIANA
Ft. Wayne ..... Hutner's
Indianapolis ..... L.S. Ayres & Co., Inc., and branches
IOWA
Cedar Rapids ..... Armstrong's
Des Moines ..... Williams Fashion House
Wolf's
KANSAS
Emporia ..... Newman's, Inc
Hutchinson ..... Wiley's, Inc
Lawrence ..... Dustins
Wichita ..... The Model
KENTUCKY
Danville ..... Hub-Frankel Co
Louisville ..... Byck's
LOUISIANA
Lake Charles ..... The Muller Co
Shreveport ..... Rubensteins
MARYLAND
Baltimore ..... Hamburgers and branches
The Hecht Co.
MASSACHUSETTS
Boston ..... Jordan Marsh Co. and branches
Springfield ..... Forbes & Wallace and branches
MICHIGAN
Adrian ..... Kline's Dept. Store
Grand Rapids ..... Rogers Dept. Store
Muskegon ..... Hardy Herpolsheimer's
Pontiac ..... Fashion Gallery
Port Huron ..... Ardens
MINNESOTA
Minneapolis ..... Donaldson's and branches
MISSISSIPPI
Biloxi ..... Austin's, Inc., and branches
Jackson ..... The Emporium
Laurel ..... Fine Bros. Matison & Co. and branches
Meridian ..... Alex Loeb, Inc.
Marks Rothenberg Co.
MISSOURI
Joplin ..... Ramsay Dry Goods Co.
Kansas City ..... Chasnoff's and branches
The Jones Store Co. (all stores)
Springfield ..... Heer's, Inc.
NEBRASKA
Lincoln ..... Magee's and branches
Miller & Paine
Omaha ..... Nateison's
NEW YORK
Brooklyn ..... Martin's and branches
Buffalo ..... L. L. Berger, Inc.
Sample Shop
New York City ..... Franklin Simon and branches
Poughkeepsie ..... Luckey, Platt & Co.
Rochester ..... B. Forman Co.
National Clothing Co.
Syracuse ..... Dey Brothers & Co.
NORTH CAROLINA
Greensboro ..... Meyer's Dept. Store
OHIO
Cincinnati ..... The Mabley & Carew Co. and branches
Cleveland ..... Betty Lee Fashions
PENNSYLVANIA
Greensburg ..... A. E. Troutman Co.
McKeesport ..... Cox's
Philadelphia ..... Gimbel Brothers and branches
Lit Bros. and branches
Pittsburgh ..... Gimbel Brothers and branches
SOUTH CAROLINA
Columbia ..... Berry's on Main
TENNESSEE
Nashville ..... Harvey Co.
TEXAS
Dallas ..... Margo's La Mode and branches
Titche-Goettinger Co. and branches
El Paso ..... The Popular Dry Goods
Houston ..... Craig's

And at fine Golf Pro Shops everywhere.

Bodin Knits Inc.
1407 Broadway, New York, N.Y. 10018



Denim moves into town. In separates to match and mix into many different looks. Three different jackets, two different trousers, one knockout skirt. All in classic denim blue or town taupe. All in a nifty knit of 55% Dacron* polyester and 45% Nandel** acrylic. Soft. Comfortable. And very adept at keeping its shape. Through wash. And wear. So mix and match to your heart's content. Separates shown, from $16 to $32†. Sizes 8-20. See column on adjoining page for store listing. Or call this toll-free number: (800) 327-3084 for store nearest you.

DU PONT Nandel™ ACRYLIC ROTOFIL YARN

†Prices slightly higher in the West. *Du Pont registered trademark. **Du Pont trademark. Du Pont makes fibers, not fabrics or fashions.

By Despina Messinesi

VOGUE **TRAVEL**

Ahead-of-the-pack people are discovering the Other America: fresh sights and excitements to be found in Colombia, Ecuador, and Peru

The smart-'seventies travel destination is South America. Untrampled, not yet in the tourist circuit, this continent solidly planted in ancient civilization and hinting of the twenty-first century intrigues pioneers, sportsmen, young city swingers, and historians; fascinates knowledgeable travelers by its stupendous art collections, excavations, expeditions, and contemporary crafts. Here, a fast rundown on Colombia, Ecuador, and Peru—three countries strung along the northwest coast of the Now continent.



SPELL IT: COLOMBIA

Colombia, slightly larger than Texas and California combined and with the Andes mountain range like a colossal green spine dividing the East from the West, has both Pacific and Caribbean shores.

BOGOTÁ, the capital city, has skyscrapers and four-laned, clover-leafed highways circling the red-tiled seventeenth-century Old Quarter. **Stay** at the Bogotá Hilton, a new forty-one-floor tower with 198 rooms (many are one- or three-bedroom suites) and glass-domed pool; or at the Hotel Tequendama, only seventeen stories high but with 800 rooms and a top-rated shopping arcade. Both hotels stand in the center of town, both have roof-restaurants with dazzling 360° views of the green plateau. **Buy** at the Artesanias de Colombia, the government-sponsored shops you see in most Colombian cities, crafts collected from all over the country. These sell for slightly more than they would in local marketplaces; but the shops are organized, quick, and everything is price-marked—no confusion or haggling. Elaborate hammocks made from woven cord, ponchos they call *ruanas*, butter-colored soft leather overnight bags, hand-woven blankets—these are some of the good buys.

Dress all year as you would for a cool spring day on the East Coast—woolen skirt or pants, jacket, sweater. Nights are definitely chilly, Colombian women wear their fur coats all year. Bogotá's "Eternal Spring" climate implies rain; take a raincoat. The dry months are from December through March. Latin American women have an intense interest in fashion, so take the kind of dashing clothes you'd normally wear in a big city; dark business suits for the men.

Eat/drink Feast on fruit and fruit juices made from fruit grown in tropical and cool climates; on small, yellow baked potatoes with beer. Among the long listing of restaurants strong on French cuisine, star La Reserve, Eduardo's, Gran Vatel; for Colombian specialties in Colonial settings, Los Arrayanes, Casa Vieja; and, for fish flown in from the coast, La Fragata. Order Chilean wine, reasonably priced because of the new Latin American Common Market agreement. Bottled water: Cristal is flat, Bretaña, bubbly. Coffee, Colombia's number-one export, is fantastic. **Musical beat** *La Cumbia*, Caribbean rhythm now beginning to be heard and sometimes danced to in New York. See and hear it at Topsi, Unicorn, and La Fuente Azul—the newest discothèques.

CARTAGENA, a ravishing, lived-in seventeenth-century walled city on the Caribbean—with a "new part of town"—is the newest go-to-sun-and-sea place. **Stay** at Hotel Caribe built in the Grand Havana style in palm gardens: enormous rooms with slowly turning fans, casino, tennis, and across the road, a long span of Caribbean beach. **Eat** fish and, best of all, superb lobsters and mini-oysters.

SAN ANDRÉS ISLAND. A palmy seven-mile-long Caribbean island, six-hundred miles south (Continued on page 64)

Let there be
Stallion Springs

Tucked in the Tehachapi Mountains —118 miles from Los Angeles— is a new four-season resort community: Stallion Springs.



Let there be an 18 hole championship length golf course, swimming pools, tennis courts, equestrian center, hiking areas and a bass-stocked lake.



Let there be a leisurely atmosphere expectedly Western — with food and drink prepared with pleasant sophistication.



Let there be an imposing guest lodge at the 4,000 foot elevation. You are invited to write for a lodge brochure describing this sequestered resort:

Stallion Springs Lodge, Inc.
Star Route Box 800
Tehachapi, California 93561
(805) 822-5581



Let there be woman

COLE
of california.

Antron® nylon & Lycra® spandex.

**Photographed at
Stallion Springs
Tehachapi, California.**



Hold it!

Wella Care Do holds your set longer while it adds body and shine.

Wella Care Do is the first hairset with "memory." It actually holds your hairstyle until the next time you shampoo. And at the same time, it gives body and sheen to your hair, because it contains Wella's famous texturizing and conditioning ingredients. No flaking or dusting. Try Wella Care Do for a shiny, bouncy, long-lasting set
The more you brush and comb, the better your set looks.

Love your hair with Wella.



"Latins love fashion; take your dashing best to Colombia"

of Miami, has beaches, skin-diving, fishing, duty-free shopping, and beachcomber living. **Stay** at the El Isleno Hotel on the beach cooled by breezes or at the new, air-conditioned Royal Abacoa. **Talk** Most islanders speak Spanish and some English. **VILLA DE LEYVA,** the pure, sixteenth-century town about a three-hour drive north of Bogotá is a definite must. Lunch on the way at Puente de Boyacá at the Hosteria Conquistadores, a restaurant in a Colonial house smothered in flowers. **Eat** *puchero,* a stew of clear vegetable broth with chunks of chicken, beef, pork, and sausage. **Stay** at the charming Molino del la Mesopotamia, a seventeenth-century mill-turned-inn with antique furniture and an enormous oven in the bar, plus a pool and riding. A perfect place to stay for a few days to recharge in the clean air and for visits to other Colonial towns nearby. **Wear** light woolens, warm coat and/or raincoat. *(More about Colombia on page 121. For Colombia travel details, write Vogue Travel, Department L.A., P.O. Box 3374, Grand Central Station, N.Y., N.Y. 10017.)*

ECUADOR: SOUTH AMERICA ALL-IN-ONE

Ecuador, the second smallest country in South America, about the size of Arizona, straddles the equator—which gave the country its name. A pocket edition of the whole continent, Ecuador has the Andes, the headwaters of the Amazon River, Pacific port cities, seashore resorts, Spanish Colonial treasures and architecture, Indians, and—a long reach away in the Pacific—the enchanting wildlife sanctuary of the Galápagos Islands.

QUITO, the compact, small capital city, set like a bowl in the intensely green Andes (which you'd expect to be rocky and bare), with snowed peaks often wrapped in clouds, seems designed for sightseeing. **Walk** around Old Quito, often called an outdoor museum, an enchanting nugget of white Colonial houses, flowering balconies, stone engraved façades of seventeenth-century churches. **Don't miss** the eighteenth-century La Compañia church (one of a total of sixty) and ask the church warden to turn on the lights to get the powerful, almost shiver-making effect of its gleaming gold-leaf-covered walls, ceilings, and altar.

Stay at the Inter-Continental Quito, a resort hotel with city efficiency in the new, higher-up residential part of town—with a startling view of the village of Guápulo down in the valley, a backdrop of the Andes, a heated pool, and mini-zoo. Or, stay at the Colon International in the new part of town near everything —the Old City, government offices, new business center, shops, banks. Most recent attraction at the Colon—a heated pool. Both hotels have casinos that get going after ten in the evening, close at six in the morning.

Dress All year, each day runs the gamut of four seasons: cool mornings; hot midday-to-three; crisp afternoons; and chilly nights. (Continued on page 69)

Good to know before you go

Pre-departure documents for South America are no hassle: valid U.S. passport and smallpox certificate. Colombia and Ecuador don't even require tourist cards; you may pick up free cards for Peru and Bolivia at the airline counter along with your plane ticket. No jet-lag problems: Colombia, Ecuador, and Peru run on our Eastern Time; the time in Bolivia is one hour later. Comfort to travelers leary of altitudes—Ecuador's Quito, 9,300 feet; Peru's Machu Picchu, 8,000 feet; Bolivia's La Paz, 11,910 feet and Lake Titicaca, 12,500 feet—airplanes may give you a whiff of oxygen before landing, most hotels have portable oxygen tanks. On arriving in high altitudes, move slowly, avoid alcohol, emotions—you may feel oversensitive. Once you're acclimatized, you will feel better than ever. Plan to visit all the high-up places in one sweep, avoid roller-coaster itineraries that take you up and down too fast. Take a raincoat, crêpe-soled shoes, sun lotion, warm gloves, sweater—or buy a poncho locally; for the jungle: insect repellent, a native hat. *Adiós con Dios.*

Jack Winter's woman is into more than great clothes.

She's on a Braniff 'flying colors' tour of South America.





She's off to South America with 'flying colors.' Jack Winter's woman is into South American art and culture spanning thousands of years—from the mountain marvels of ancient Machu Picchu, to the brilliant sculpture of modern Peru. Clothes play an important role in her life, of course—which is why her pants, jackets and shirts are Jack Winter. She's into great carefree clothes, like these Jack Winter separates of Encron® Polyester. But Jack Winter's woman is the kind of person who's into more than great clothes:

Jack Winter's woman is into more than great clothes.

PREVIOUS PAGE: Blazer, $48. Pants, $28. Shirt, $20.

TOP: Cardigan Sweater, $38. Pants, $22. Sweater Vest, $20. Shirt, $20.

LEFT: Jacket, $44. Pants, $27. Shirt, $20.

RIGHT: Jacket, $38. Pants, $22. Sweater Vest, $20. Shirt, $20.

TEXTURED
ENCRON® POLYESTER
BY ENKA

ENCRON IS A REG T M OF AMERICAN ENKA CO ENKA N C





LEFT: Jacket, $42. Pants, $28. Turtle Sweater, $17.

RIGHT: Blazer, $42. Pants, $19. Sweater Vest, $18. Shirt, $18.

BOTTOM: Jacket, $36. Pants, $19. Sweater Vest, $20. Shirt, $20.

Jack Winter's woman is into more than great clothes.

Join Jack Winter and Braniff International in an exhibition of South American art and works of Alexander Calder.* See the exhibit and Jack Winter's fall collection of Encron® Polyester fashions at these and other fine stores.

ATLANTA: Rich's, August 3—8
CHICAGO: Carson, Pirie Scott, August 23—29
CLEVELAND: The Higbee Co., August 13—17
DENVER: Joslin's, September 27—October 2
HOUSTON: Joske's, August 23—28
LOS ANGELES: Robinson's, September 24—29
MEMPHIS: Lowenstein's, August 13—18
MIAMI: Jordan Marsh, August 1—6
MILWAUKEE: Gimbels, September 4—9
NEW ORLEANS: D. H. Holmes, July 18—26
NEW YORK: Gimbels, September 3—8
PHILADELPHIA: Strawbridge & Clothier, September 13—18
ST. LOUIS: Famous Barr, September 16—20
SAN FRANCISCO: Liberty House/Rhodes, October 5—11

*Courtesy of George Goodstadt Inc., New York



Jack Winter's Fall collection photographed on a Flying Colors tour of South America via Braniff International (shown on the preceding pages) can be seen at these and other fine stores.

ALABAMA
Auburn . . . . . Jan's
Birmingham. . . . . Loveman's
Opelika. . . . . Jan's
ARIZONA
Phoenix. . . . . Goldwaters
Tucson. . . . . Levy's
ARKANSAS
Fort Smith . . . . . S & Q Clothier
Little Rock. . . . . M. M. Cohn
CALIFORNIA
. . . . . J. M. McDonald's—all stores
Grass Valley . . . . . Bon Allure
Los Angeles. . . . . Robinson's
Modesto . . . . . Hammett's
Sacramento . . . . . Weinstock's
Salinas . . . . . Lady Shop
San Francisco . . . . . Liberty House/Rhodes
Santa Cruz. . . . . S. Leask's
Watsonville . . . . . Ford's
COLORADO
Colorado Springs. . . . . Pant-n-Top Shop
Denver. . . . . Joslin's
FLORIDA
Jacksonville. . . . . Riverside Gown Shop
Miami . . . . . Jordan Marsh
GEORGIA
Atlanta. . . . . Rich's
Brunswick. . . . . La Verne's
Savannah . . . . . Levy's
ILLINOIS
Bloomington. . . . . P. A. Bergner
Chicago. . . . . Carson, Pirie Scott
Decatur. . . . . Carson, Pirie Scott
Kankakee. . . . . Carson, Pirie Scott
La Salle. . . . . P. A. Bergner
Ottawa. . . . . Carson, Pirie Scott
Pekin . . . . . P. A. Bergner
Peoria. . . . . P. A. Bergner
Peru. . . . . P. A. Bergner
Quincy. . . . . Carson, Pirie Scott
Rockford. . . . . Charles V. Weise
Springfield. . . . . Myers Bros.
Urbana. . . . . Carson, Pirie Scott
INDIANA
Evansville . . . . . DeJongs
Gary. . . . . Hudson's
Hammond. . . . . Edward C. Minas
Indianapolis . . . . . William H. Block
Michigan City. . . . . Carson, Pirie Scott
Muncie. . . . . Ball Stores
South Bend. . . . . Gilberts
IOWA
Waterloo . . . . . Black's
KENTUCKY
Louisville. . . . . Bacons
LOUISIANA
Baton Rouge . . . . . I. H. Rubenstein
New Orleans. . . . . D. H. Holmes
Shreveport. . . . . Selber Brothers
MASSACHUSETTS
Boston. . . . . Jordan Marsh
MICHIGAN
Detroit. . . . . Winkleman's
MINNESOTA
Duluth. . . . . Maurice's Apparel
Minneapolis. . . . . Dayton's
MISSOURI
Kansas City. . . . . Macy's
St. Louis. . . . . Famous Barr
NEW YORK
New York . . . . . Gimbels
NORTH CAROLINA
Charlotte. . . . . Ivey's
Greensboro . . . . . Meyer's Dept. Store
Greenville. . . . . Brody's
Kinston. . . . . Brody's
OHIO
Cleveland . . . . . The Higbee Co.
Toledo . . . . . The Lion Store
OKLAHOMA
Ada. . . . . S & Q Clothier
Oklahoma City . . . . . John A. Brown
Tulsa . . . . . Aberson's
PENNSYLVANIA
Philadelphia . . . . . Strawbridge & Clothier
Pittsburgh. . . . . Gimbels
SOUTH CAROLINA
Columbia . . . . . White's
TENNESSEE
Memphis . . . . . Lowenstein's
Nashville. . . . . Cain-Sloan
TEXAS
Abilene. . . . . S & Q Clothier
Austin. . . . . Marie Antoinette
Corpus Christi. . . . . S & Q Clothier
El Paso. . . . . The Popular
Houston. . . . . Joske's
Long View . . . . . Sport Shop
Midland. . . . . S & Q Clothier
Nacogdoches. . . . . Schmidt's
San Antonio. . . . . Joske's
Victoria. . . . . S & Q Clothier
Waco . . . . . Goldstein-Migel
Weslaco . . . . . Wells
Wichita Falls. . . . . S & Q Clothier
VIRGINIA
Fairfax . . . . . Lloyds
Norfolk . . . . . Rices-Nachman's
Roanoke. . . . . Heironimus
WISCONSIN
Milwaukee . . . . . Gimbels
Also available in Canada

"Every day in Ecuador has all four seasons of the year"

(It seems the women of Quito never store their fur coats.) Every day, you can swim at noon, tan in twenty minutes, and need lavish applications of sun-shield lotions. Since the equator is only fifteen miles away, the sun rises at six every morning and sets twelve hours later. During the day, dress in layers—jeans, pants, or suits—with multiple tops that you can peel off. For restaurant dining, short, smart dresses; for dinners in people's houses—which have no central heating, only fireplaces—a long woolen skirt, a pretty blouse with a shawl will feel cozy. In Quito, you need a raincoat all year. During the dry season—July to October—it rains briefly around four in the afternoon. During the other months, spells of sunshine and heavy rainfall.

Eat/drink Ecuador's Pilsener and Victoria beers are famous in Latin America. Drink bottled water. Peel the delicious jungle fruit—*chirimoya, mamey, pepinos*—at the table. Go to La Choza for specialties: *llapingachos,* potato and cheese pancakes with peanut sauce; *locro,* a thick soup made of potatoes flavored with cheese. Quito's favorite restaurant, Le Chalet Suisse, has very good food. **Late, Late** Lincorne, the discothèque in the Colon Hotel is the established stopping-off spot; La Posada, new cozy discothèque, draws the lively ones.

Shop for everything on Amazonas Street near the Hotel Colon. For Ecuadorian handicrafts—blankets, baskets, belts (don't forget that Panama hats are made in Ecuador)—Ocepa, a shop begun by the Alliance for Progress, is tops. For Olga Fisch rugs, bought by museums and collectors, go to her main shop, Folklore, Colon 260. **Don't miss** the dazzling treasures—including platinum and gold masks in the Archaeological Museum, a contemporary showcase on the fifth floor of the Central Bank of Ecuador. **Go** to Otavalo for the spectacle of the Saturday market from dawn to noon. Otavalenos, men of a pre-Inca tribe, wear long pigtails, a sign of nobility, pencil-blue ponchos over white trousers, and canvas sandals laced in black. The women look enchanting in brimmed black hats over braided black hair, handwoven full skirts, white embroidered blouses, and with gold beads wrapped around their necks like bib and dog collar combined. **Timetable** Leave Quito on Friday afternoon, overnight at Parador de Cusin on the outskirts of Otavalo, a Spanish hacienda with hammocks in the garden, country-Spanish rooms, good restaurant. **Buy** straw rugs and the ponchos Ecuadorians wear for warmth as well as protection against the heat.

JUNGLE To see the Colorado Indian men with the plastered-down red hair that looks and works like a permanent pith helmet, drive about eighty miles west of Quito through the lowlands and jungle to Santo Domingo de los Colorados. Best day is Sunday when the Indians stream into market with fresh paprika-red paste on their heads and newly painted stripes on their bodies. **Overnight** at the Zaracay Hotel in the jungle, a modern oasis with pool, tennis, and horses for riding to the Indian villages of the reservation which is better than walking.

PERU: EVERYTHING IN SUPERLATIVES

Peru, three times as big as California and roughly the same shape, is a country of superlatives.

LIMA, the capital city, stuns by the rush of the twentieth century—high-rise buildings—the grandeur of its Spanish Colonial past, and unsurpassed treasures: the Rafael Larco Herrera Museum with over 40,000 pieces of Peruvian pottery; the Miguel Mujica Gallo Museum with a fabulous gold collection exhibited in underground vaults. **Stay** at the new Sheraton Hotel with definite Peruvian overtones, grand salon in red hung with Peruvian paintings in heavy gilded frames, a top-notch restaurant; The Gran Hotel Bolivar, perennial standby on the Plaza San Martín where everybody meets in the glass-domed lobby.

Archaeology The great wonders of Peru, hard to beat in any country, are its Inca and pre-Inca civilizations. **Don't miss** (you can't *do* Peru in a weekend) Machu Picchu and Cuzco, phenomenal ruins in the Andes; Chan Chan, just outside the city of Trujillo along the sand-colored coast, the eleven-square-mile capital of the pre-Inca Chimù empire—nine compounds once brilliantly decorated, now a soft adobe color. ▽

"As a professional model, I've worn all kinds of fashions. My personal choice is Doncaster."



Photographed at the Gazebo II

"I prefer Doncaster because every garment has the look and feel of quality.

"The designs are exclusive. I'm free to choose the fabric and the color. And my clothes are custom-cut.

"I can tell you first-hand that these special touches aren't available in off-the-rack clothes. Even in comparable fashions in the Doncaster price range—from $80 to $250.

"I also like the way Doncaster presents its collections. I go to a private showing in my Doncaster saleswoman's home.

"I can take my time looking over the dresses, suits and ensembles from Doncaster. And if I need separates and coordinates, I can choose from Young Traditions, Doncaster's quality sportswear line.

"Because I'm a model, I'm very conscious of my appearance. People expect me to look like I just stepped out of a fashion magazine.

"Doncaster lets me look and feel exactly that way."

doncaster

Mike Tanner
Doncaster, Dept. V84
Rutherfordton, N.C. 28139

____ I'd like to be invited to the next Doncaster showing in my area.
____ I'd like information on becoming a Doncaster saleswoman.

Name _____
Address _____
City _____
State _____ Zip ____



Virginia Clark —
Institutional Stock Trader

There's a difference between thinking about clothes and being really thoughtful about them. Good clothing is an investment in self image . . . the most important investment a woman can make.

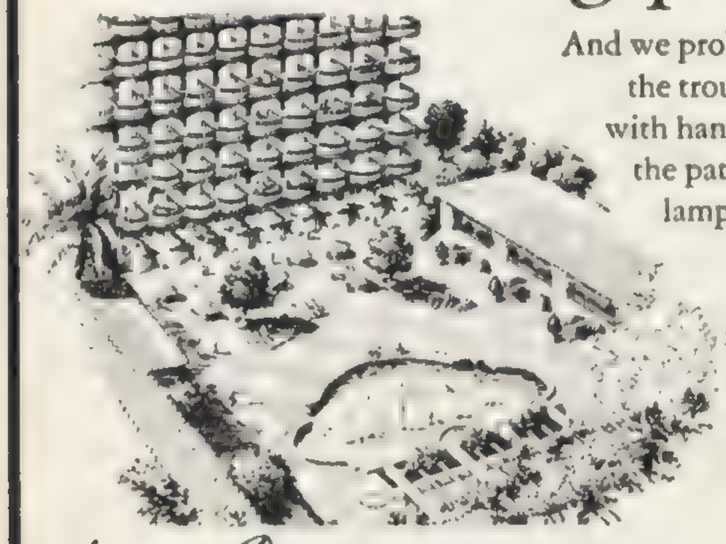
Lord & Taylor, N.Y.
Bullock's Wilshire
Bullock's Southern Calif
Available in stores mid-August

Lovely Lucia...
The Preferred Investment

LUCIA
for
KARLANA
KNITWEAR LTD

1410 Broadway, 12th fl.,
New York, N.Y. 10018

If we didn't believe there were enough people to appreciate the difference, we wouldn't have gone to the Mediterranean to design our swimming pool.



And we probably wouldn't have taken the trouble to finish our new pool with hand laid mosaic tile. Or deck the patio with tile and brick. Gas lamps light the area. Dozens of lemon and orange trees surround it. And for the moments between sun and swim, there is a mini gym, a sauna and the Don Quixote snack bar.

Hernando Courtright's
Beverly Wilshire
9500 Wilshire Blvd., Beverly Hills, Calif. 90212
For Reservations: TOLL FREE 800-AE8-5000 or in Los Angeles (213) 275-4282
Charter Member of Hotel Representatives Inc. — the leading hotels in the world.

VOGUE **TRAVEL**

Jet-tour South America's mysterious ancient art

The spectacular Calder-painting flagship of Braniff International's fleet is named "Flying Colors" in honor of the dazzling Latin American countries it travels to. Braniff flies fourteen thousand miles to and around South America. From North America, Braniff's DC-8's take off from the East and West Coasts and the gateway cities of the South.

Among the air tours to South America (an effortless and reasonable way to travel around any country, or continent), Braniff has come up with a brand-new tour that takes off for the first time on August 14. Called "In Search of Ancient Mysteries," the tour is a logical follow-up to Erich Von Däniken's best-seller *Chariots of the Gods*, a book based on the theory that many of the mammoth ruins and sculptures of ancient civilizations were done by men from outer space. The sixteen-day adventure through Peru, Bolivia, and Colombia includes many of the extraordinary monuments of the ancient world that Von Däniken suggests were built by men from another planet.

The expedition begins at sea level in Lima, Peru. From the plane, the first flash of wonders is the Plains of Nazca, which come into focus only from the air: miles of baffling drawings scratched in the soil—a monkey measuring three hundred feet across with a tail curled like a maze, weird birds, strips that look like landing fields.

Then, the lucky traveler spends the next seven days in the high altitudes of the Andes and, being thoroughly acclimatized to the pure light air, takes it all in stride. Herds of llamas grazing and Indians strolling to market somehow make the massive ruins of Cuzco and Machu Picchu seem less formidable. A train ride along snowed peaks ends at Puno (12,650 feet), the boarding point for the hydrofoil trip across the postcard-blue Lake Titicaca to Bolivia, passing humps of islands and small reed boats.

Fanning out from La Paz, the Bolivian base, you visit Tiahuanaco: the Gateway of the Sun and a twenty-four-foot sandstone monolith looking surprisingly like an astronaut.

The last great site of the tour is the jungly Archaeological Park of San Agustín in Colombia smack in the middle of the Andes near the Magdalena River, 5,600 feet above sea level. Spread out in a green park is "The Forest of Statues"—hundreds of colossal carved stone monoliths. Here, in the tropical heat, you sleep under mosquito netting, need insect repellent, and wear safari clothes. Then, back to Bogotá and home.

Beginning August 14, "In Search of Ancient Mysteries" will leave around the middle of every month. Cost: from New York, the round-trip fare for one person including the land arrangements—planes, cars, museums, guides, breakfasts, most meals, and sharing a double room—is about $1,500. For a single room, add another $109. ▽



Braniff International's "Flying Colors," the merry Calder jet, flies South American airlanes. *For detailed views of the jet, turn to page 120.*

For further information on Braniff's South American tours, write Vogue Travel, Department FC, P.O. Box 3374, Grand Central Station, N.Y., N.Y. 10017.



Four of the five hotels actually on Waikiki Beach are Sheraton.

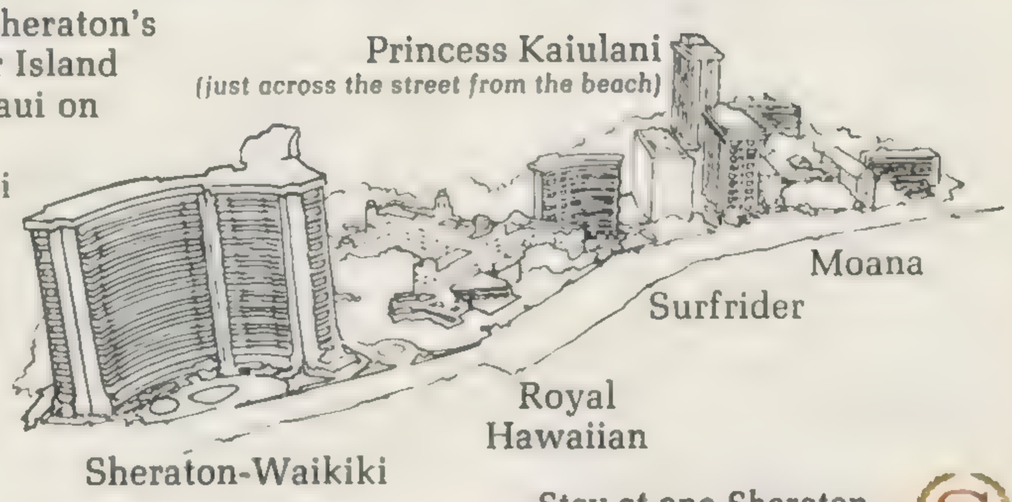
You're going too far to settle for less.

Being **on** the beach is what it's all about in Waikiki. Let Sheraton put you right on Waikiki Beach — for only a few dollars more than you'd pay for a hotel blocks from the beach. Sheraton offers a range of accommodations to suit your budget — from $20 to $41, double occupancy.

Call your travel agent or Sheraton at this toll-free number:

800-325-3535

And don't miss Sheraton's delightful Neighbor Island hotels: Sheraton-Maui on Kaanapali Beach and Sheraton-Kauai on Poipu Beach.



Stay at one Sheraton, play and charge at all five.

Sheraton Hotels in Hawaii

SHERATON HOTELS AND MOTOR INNS, A WORLDWIDE SERVICE OF ITT

IF NOT A WIFE

(Continued from page 42)

here). But, alas, to announce majestically that I am Dame So-and-so would fall flat this side of the ocean. Dames over here are people sailors and Mary Martin once made hay of in *South Pacific*.

Assuming a Continental pose, one could always muster up some gutteral authority and announce, "This is *Frau* Heftydorf, come fix this leak at once!" A *Frau* is a girl or woman and not necessarily married; but, "*often a plump or bossy one*." When the plumber arrives, he'll have doubts I am that same stout *Frau*, since I have a lean and hungry look from observing an organic diet. So *Frau* is more appropriate to the *Wiener schnitzel* scene.

Running out of clean-cut synonyms, I turned to the *Dictionary of American Slang*. No mincing words here: Listen, kiddo, what you are is a *shack up*. From *Time* magazine, 1946, "The medicine man had shacked up with a half-breed cook." Perfect. What I've neglected to mention is that my partner is actually Dr. S---, and I could be called half Irish and half French. But you know perfectly well I can't identify myself as the *shack up* at 342434 Pleasant Dreams St. to the clerk in charge of our revolving credit account. (And, as a bit of esoterica, take note—a *shack job* is slightly different from a *shack up: shack job* refers especially to a soldier's mistress, such as Deborah Kerr with Burt Lancaster in *From Here to Eternity*.)

There is a word in limited use that I especially favor, having connotations of partnership, harmony, and a royal relationship: *consort*. Physicians lecturing on birth control advise precautions, "when with your consort." The Della Consort is a tight blend of chamber music; and Prince Philip has been an independent, dashing consort. The word also applies to a ship that travels along with another, each with its own power supply and command. So *consort* it would be, but tell that to Acme Rubbish Hauling when asked, "Is this Mrs. S---?" Imagine: "No, this is his consort." "You say he's at a concert?" Et-cetera, etcetera.

There's nothing to do but get a new word to give it a full-blown advertising campaign like the one that attended *Ms.* Or an even better one, since the use of that title is confined almost exclusively to print—the spoken word reminding one too much of Hattie McDaniel waiting on Ms. Scarlett in *Gone With the Wind*.

The new word should be recognized as carrying implications of equality and responsibility. The news should go out to all bank clerks, service people, and sales agents that Mr. S--'s *X* is as respectable as Mr. S--- himself. But until this new mint appears, I'm toying with something novel. I'm going to identify myself as *me*. ▽

UPFRONT

(Continued from page 40)

★★★★Venice and Byzantium: Acknowledging the glorious past behind the shimmering ornate glamour of Venice's precariously preserved present, the Italian government is sponsoring a sensational exhibition of Byzantine art treasures on loan from Italian and foreign museums. Organized by a distinguished committee of experts on Byzantine art, the show includes examples of the richly jeweled, gold-framed icons, illuminated manuscripts, textiles, ivories, and mosaics made in the Byzantine Empire, where the classical Greek tradition remained a vital force while the West was experiencing the Dark Ages.

On view through September in the Doge's Palace in Venice, the exhibition reveals the importance of the Byzantine tradition in the history of Venetian art, the effect of its luxury, refinement, and visual richness achieved through consummate craftsmanship and a devil-may-care attitude toward the use of gold and precious jewels. This influence explains much about Venetian taste; and these arts of Byzantium remain, for us, a special pleasure and delight.

★★The Reluctant Impressionist: That not all the Impressionists were rebels against Old Master painting is the point made by the current exhibition, at the Boston Museum of Fine Arts, of works in all media by Edgar Degas.

The greatest draftsman of his generation, Degas could not completely renounce line for painterly optical effects as did his contemporaries Renoir, Monet, and Pissarro; consequently, he was a particularly complex artist, whose works have a psychological dimension only now beginning to be understood. The silent voyeur of women at their most intimate pastimes (bathing, dressing, trying on clothes and hats), Degas was nevertheless something of a misogynist, which gives his technically brilliant sculpture, painting, pastels, drawings, monotypes, and prints—all included in the Boston exhibition—a particular and subtle tension.

—BARBARA ROSE



Far

far away

in a

distant galaxy

from the

undiscovered planet

of

Quazoom

comes

QUATHRA™

a luxury fabric from the 21st century

ROBERT-DAVID MORTON

By Melva Weber

VOGUE

HEALTH

Weight losers, stay slim with psychology . . . plant lovers, know your enemies . . . smokers, just listen to the facts

To lose weight permanently "psych" yourself thin

Everybody—even the struggling chubby teen-ager—knows some basic facts on dieting. *How* to lose weight is no mystery, but *doing* it takes self-knowledge. Mental and emotional hurdles are the real causes of failures and relapses, according to an understanding and instructive book, *The Psychology of Successful Weight Control* (Nelson-Hall), by Doctors Mary Catherine Tyson and Robert Tyson—she, a physician; he, a psychologist. If you have ever had a problem in weight control, if you've gained back weight that cost you dearly to lose, you may need to learn more about both your body and your feelings. Sitting



down for a good read with the Tysons will bring you comprehensive medical guidance, along with important insights on how your personal attitudes, your social and family background affect your eating habits—and a lot of special tricks to help along the way. In back of the book, a useful index, excellent nutrition tables—even including saturated/unsaturated fatty acid levels—for one-portion amounts of 512 foods.

Look out for leafy enemies

If you garden, if you tramp the woodlands, or if your children do, you need a handsome green manual called *Human Poisoning from Native and Cultivated Plants* (Duke University Press), telling all and picturing much on the plants, flowers, berries, and seeds one mustn't touch, those one mustn't eat, those one mustn't let children explore. Some old favorites—lily of the valley, rhododendron, narcissus, delphinium—are lovely to look at, delightful to hold, *not* to be tasted. A first-class course in practical botany, the book gives antidotes as well as warnings. It was prepared by Dr. Jay M. Arena, a renowned pediatrician and pioneer in Poison Control Centers, and Dr. James W. Hardin, a distinguished botanist and forester, professor at North Carolina State University.

The truth can make you smoke-free

To make quitters out of smokers, some doctors are using a simple, just-the-facts approach. First, questions about breathing symptoms. Next, breathing tests that measure lung function. Third, straight talk from the technician, comparing test results of the smoker with those of a nonsmoker of the same age, height, and sex. Dr. James F. Morris of Portland, Oregon, says many smokers kick the habit after learning their own spirometry test results. The quitting rate, about one smoker in five, is as high as that of most of the more elaborate stop-smoking programs.

Vigorous bones, blood, and teeth for any-age bodies

Even if you're fully adult (of parent or possibly grandparent age), you may need just as much calcium as a fast-growing child does, according to Dr. Herta Spencer of Hines, Illinois, who does extensive studies in calcium metabolism. The usually-recommended daily intake of 800 grams of calcium may not be enough for some grown-ups, she concluded after measuring many subjects and finding significant numbers of people with negative calcium balance—which means they were excreting more calcium than was consumed. In a mixed adult test group, Dr. Spencer found that everybody reached positive calcium balance when each received 1,200 milligrams of calcium daily. Calcium is important for all body functions, especially for bones, blood, teeth. Milk is a major source; so are leafy vegetables or various calcium supplements your doctor can prescribe.

Shutting-out tooth decay

A coat of special adhesive sealant on chewing surfaces can do wonders in preventing tooth decay, according to reports from the National Institute of Dental Research. In a Montana community that does not have a fluoridated water supply, dentists carried out tests and found that more than two-thirds of teeth painted with the sealant were safe from caries and that most treated teeth kept the coat of sealant intact for at least two years. Hardened in place by ultraviolet light, the tooth coating works by filling in the tiny pits and fissures on tooth surfaces, where decay often begins.

Success story: the Pap Test

A recent Gallup survey brings the good news that more and more women know about the Pap Smear Test for gynecologic cancer detection and increasing numbers of women are getting regular tests. Today, almost nine in ten women, based on a nationwide sample, know what the Pap Test is. Almost 80 percent of women have had a Pap smear at some time; over half have had the test during the past year. If you are one of those who haven't, you should. The American Cancer Society wants all of us regularly Pap-tested. With cancer, early catch may mean survival.

Just a good old down-home remedy: alligator-tongue oil

Folks in the bayou country take alligator-tongue oil for "the miseries," which may include asthma, rheumatism, and arthritis. Now pharmacology researchers at Xavier University in Louisiana, analyzing this hundred-year-old Cajun remedy, have discovered it contains chemicals that produce a steroid-like action in the body. "Oil of gator tongue" is not the latest miracle drug, not prescribable by your doctor; but its study is an example of how modern science can learn from the folk medicines of the past. Behind the search: the government's Division of Research Resources, part of our National Institutes of Health.



NEAL BARR

Shining Charmer. Here, from a chic new clique of sleepwear we just designed, is the season's glossiest midnight-supper suit: a sashed pajama with a little peplum and a lot of poise. Satin Ravissant® of anti-cling Antron® III nylon in Dawn Pink (shown), Candleglow or Polo Brown, all with a wealth of Seven Petal lace in Ecru. Sizes 32 to 38. And only about $25. Vanity Fair Mills Inc., 640 Fifth Ave., N.Y.

VANITY FAIR

A company of VF corporation

Catherine Deneuve for Chanel

N°5
CHANEL
PERFUME

CHANEL

Perfume in the classic bottle 11.00 to 400., Spray Perfume 8.50, Eau de Toilette 7.00 to 20.00, Eau de Cologne 5.00 to 20.00, and Spray Cologne 7.00.

VOGUE OBSERVATIONS

AUGUST ADDITIONS TO HAVE!



All manners of nifty things for summer-dressing, be it city-day or an easy weekend!

SHIRTS! THE KEY: LOOSE, EASY! 1. Mexican workman's shirt of washed-blue cotton, striped white; $10. Mexican Art Annex, 23 W. 56 St., N.Y.C. . . . 2. Narrow-tucked and ruffled-front Oxford-blue cotton overshirt; $13. Mexican Art Annex. . . . 3. Thinnest white handkerchief-cotton pullover "smock" (short enough to wear over trousers or belted and bloused with a skirt); $35. By La Maison Bleue at Henri Bendel (Savvy, on the 4th floor), N.Y.C.



BARBARA BERSELL



The skirt!
DISCOVERY . . .
5. From a one-of-a-kind collection of crêpe de Chine printed skirts (made from '30's fabrics), softly waist-gathered to float when it's too hot for a breeze . . . Each, $30. Henry Lehr, 986 Madison Ave., N.Y.C.



The bag!
THE SUMMER FIND . . .
4. Butter-soft leather "sack" to knot and carry as an ample shoulderbag for day, big enough to hold a full weekend's needs! $125. By Robert Breslau. At Halston Ltd., 813 Madison Ave., N.Y.C.



ST. TROPEZ DISCOVERY . . .
6. THE VERY TINIEST BIKINI!
NOTHING BUT STRING-TIED PATCHES OF FADED COTTON!
FROM PHILIPPE SALVET.



Summer pullovers!
7. Natural cotton string waist-sweater (left), $32. Natural cotton striped pale-yellow boat-necked and rolled-sleeve pull (right), $24. Both by Andrea for Grecophilia.

The hat!
PANAMAS . . .
(truly à la Sidney Greenstreet); $35. Sermoneta, 740 Madison Ave., N.Y.C.

Summer dressing!

8. NIFTY! Crimson cotton short-sleeved shirt, matching button-front and pocketed skirt; $90. Eve lost Ltd., 956½ Lexington Ave., N.Y.C. . . . 9. DELICIOUS! Wrap dress of cotton, striped mulberry-blueberry-and-raspberry on white; $33. Andrea for Grecophilia, 1143 First Ave. or 132 W. 72 St., N.Y.C. . . . 10. SUN DRESS! Blue-and-white checked cotton; the top, neatly bared and buttoned; $45. At Riding High, 1143 First Ave., N.Y.C. . . . 11. COOL! Indigo cotton front-tucked smock-dress (rope-waisted here. . . . For easy-country, wear loose over cotton pyjamas!); $85. Dorothée Bis at Henri Bendel. . . . 12. COUNTRY-DRESSING! Sparkling-white thin cotton yoke-gathered "smock," sashed with a flowered cotton square, to wear with flat sandals; $48. By La Maison Bleue. Henri Bendel.





From our collection of Kaynee boys' shirts, a knit of 100% Acrilan® acrylic no iron Endura Press®. Sizes 3 to 7 and 8 to 20. The sweater of Orlon® acrylic and heather tweed pants are from the collection of Kaynee Togethems®—color related sportswear for boys.

Another fine product from Piedmont Industries, Inc.
1250 Broadway, New York, N.Y. 10001

VOGUE BOUTIQUE



Oh, the charms of August . . .







SUMMER TOUCHES, INDISPENSABLY PRETTY . . . DELICIOUS LIFTS TO HAVE! MORNING DRESSING: Think fresh coffee and summer morning sounds. . . . 1. Button-front and pocketed wrap-of-a-robe to the floor, of natural Greek bed-sheeting cotton (gauzy thin), striped Bordeaux. $38. . . . 2. MORE CHARM. . . . Indigo-striped natural bed-sheeting cotton to-the-floor wrap, edged everywhere in écru string crocheted lace. $50. . . . 3. MORE BREAKFASTING (OR BEACH-SUNNING). . . . Short-sleeved mandarin-collared wrap to mid-calf, of indigo-striped natural cotton; $33. All, by Andrea for Grecophilia, 1143 First Ave. or 132 W. 72 St., N.Y.C.

"Pre-Raphaelite" evening . . .

Beautiful! 4. Natural cotton plissé tube-of-a-dress to the floor: camisole-strapped top, natural-rope belted. To wear simply with pretty bracelets, the thinnest sandals; $85. Greek Island Ltd., 215 E. 49 St., N.Y.C.





Discovery! . . . or how to whip up pretty summer-hair

5. Silver flower hairpins to wear singly or as a "bouquet." Pansy, $36. Dogwood blossom, $40. Hibiscus, $36. By Helen Bransford. At Ophelie, 673 Madison Ave., N.Y.C.

Surprise!

6. August way to cart laundry around . . . (a super weekend duffel!). Provençal cotton print bag; $11. Henri Bendel. N.Y.C.





Treasure

EXTRA-BEAUTIFUL . . . 7. Peach silk-satin jacquard-printed bias slip, edged in ecru silk lace (also in pale blue and black); $36. 8. Perfect! Pure black silk satin bias slip, the top of re-embroidered black lace; $36. Both, from a superb collection of '30's and '40's lingerie. At Obiko, 3294 Sacramento St., San Francisco, Calif.

Romance-skirts!

Shades of Renoir-boating under weeping willows! 9. Plaid cotton washed scarlet, teal, and écru, gathered and ruffled over a white lace-edged petticoat (totally handmade and finished). 10. Indigo-and-white striped cotton skirt over petticoat. Both skirts (each $125) by Gabriele Wenzel; at Henri Bendel. Partout T-shirts, $8, Lord & Taylor, N.Y.C.





BARBARA BERSELL

SUMMER '74 Côte d'azur



The look everywhere: Victorian Romantic Day and Night! 11 11. The lace-up, lace-edged camisole from La Grande Truanderie. (Worn with long, ruffled, eyelet-lacy calico skirts!) 12. Victorian Blouse—lace-edged high neck, fullest sleeves, and organdie . . . From Laura Ashley. 13. *Bianca Jagger* and her antique Edwardian lace-and-lawn dress . . . very South-of-France summer!



Women who use Pantene look like they don't need it.

That's what Pantene hair is all about.
The Shampoo. The Treatment.

Each product is a direct result of over 20 years of precise hair care research. Each contains Pantene's unique Swiss conditioners* which penetrate and protect each individual hair.

And each product is specially formulated to provide that unique Pantene look.

The look of effortless elegance by Pantene.®



*Product made in U.S.A. Available in department stores and fine pharmacies. ©1981 The Pantene Company, Div. Hoffmann-La Roche Inc., Nutley, N.J. 07110.

Inside Tips on Dressing Today... what to avoid, what to treasure

It's a funny thing. Once upon a time, we all ran around in those stiff little sandwich-board dresses and nobody had a body and everyone looked like everyone else, and it was boring as hell. But there was nothing to think about; you put on your uniform and that was that. Now, finally, we have arrived at a way of dressing that is as casual and easy and unpretentious as we ever wished it to be. Instead of uniforms, we are in sweaters and shirts and pants and skirts—and it is a fast, wonderful, modern way to look. And we have to tell you: it takes thinking about. One, because pieces have to be put together, and there is a good way to do it and a bad way to do it. And that is what the pages ahead are all about. There is also the most basic question of knowing which pieces are going to work for you and why and why not—**not every new skirt that comes over the transom is going to be every woman's friend.** So. Tip number one: Know your friends—which, in fashion as in life, has to do with knowing yourself first of all. In our dreams, we are all tall, long-legged, and svelte as satin ribbon. If your mirror tells you another story, don't worry about it—one of the most spectacularly successful models we know "has hips"—**face reality but pursue the dream.**

The first thing that's going to make everyone leaner and longer this year is that there is no more of that chopping up the line of the body with contrasting colors—tops are toned-in with bottoms, with stockings, and stockings with shoes. This is where pulling together starts; everything proceeds from here. . . . **The most slimming skirt** is a skirt that is not absolutely skinny. It should fit flat in the torso area—back and front. But it must have movement in it somewhere so that there is a release of the line—a pleat, an opening, a wrap-over. But don't get carried away. Skirts with all-around pleats are no friends to hips; neither are heavily gathered skirts or full, circular skirts with many gores. . . . Don't let anyone tell you that skirts are X-number of inches from the floor—**there is a certain length of skirt that is a leg lengthener, no matter what and no matter who,** and the floor has nothing to do with it. What does is turning around and looking at yourself from the back in a mirror; there is a point on your leg, somewhere between where the back of your knee gets narrower and your calf begins to curve—that is the point you want to cover. It doesn't mean every single skirt you own should be of an identical length, but within that area is your best length and you adjust from there, depending on the shape and fabric—**as a rule the straighter the skirt, the longer; the fuller the skirt, the quarter of an inch shorter you may want it to be;** and a skirt in a lightweight fabric—jersey, say—can go a fraction longer than a skirt of a tweed. (Remember, though, we're talking day lengths—if you were in a crêpe de Chine skirt at night, you would love having it even longer; the charm of it is in how it blows around the leg.)

Pants are easier to look well in than you might think. The thing to keep in mind is that, apart from comfort, the reason for their being is that they can give you a leaner, longer line than anything else. Therefore: **unless you've got miles of leg, don't have cuffs on pants**—they are leg-shorteners. Don't wear hip-slung pants on the theory that they will give you a longer waist; they will only cut the length of your leg (if short-waistedness is a problem, the trick is to have the waist lowered just a bit—within a quarter- to a half-inch of your natural waistline). Trouser pleats can hide a little tummy, but they also tend to emphasize the derrière . . . **generally speaking, pants without pleats are easiest to wear. Pants with straight legs are slimmest to wear,** provided there is the right amount of fabric in those legs—there are straight legs and there are straight legs. There are wide straight legs and there are skinny-Minnie straight legs, which are possible only on girls with Giacometti figures. And there are nice, narrow straight legs—around twenty-one or twenty-two inches—which you'll be seeing a lot of this season. Rejoice!—if you're at all good in pants, these are going to be terrific for you.

To keep in mind when you're looking at the new fuller, longer jackets for fall: everything is relative. **Unless you're tall, a jacket that comes well below the hip can make you look as if you're standing in a hole**—shortening it by about an inch will make it work for you, and won't spoil the proportions of the jacket. As for tailored jackets: a little shaped jacket that ends above the fanny is fine with a skirt. But with pants, longer is prettier—nothing is more broadening than the look of a jacket ending abruptly and the seat of your pants curving out underneath. . . . Here's something you haven't heard about for a long time: **shoulder padding**—just a quarter of an inch or so—will give a bit more snap to the hang of a jacket or a coat. And it's a body-elongater.

Everybody's most lengthening line of coat is a coat that wraps. **But be aware of how much fabric you're wrapping**—yards and yards is pounds and pounds. And don't tie it so tight that the fabric bloops out on either side of the belt and you look like a tomato that's been squeezed in the middle. Also, be sure that once the coat is tied you have enough length on the leg—it's prettier to have a longer line from the waist down than from the waist up. . . . Newest of all is the calf-long coat for pants. If you have the height, grab it—it's a smash-eroo! And if you're not so long, but the coat has a good classic raglan proportion and you love it, grab it anyway—it can take a little length adjustment. Otherwise, don't forget your friend the chopped coat for pants—one good look doesn't cancel out another. That is the underlying principle of dressing in pieces—and of this issue: you don't chuck out the contents of your closet. You collect, you add, and you always have a base to work from. . . .

FASHION NOW

HOW TO WEAR the two-piece dress—the secret is the best over-blouse: soft enough to tuck in and blouse, ample enough to go over things (this one would be super with a cream silk shirt under it, beige pants, brown suède belt). . . . Makeup!!—it's what makes these muted colors beautiful to wear.

Key: the two-piece dress, *below*—Saint Laurent's perfect overblouse and new, fuller skirt in softest kasha jersey. Saint Laurent Rive Gauche, of wool-and-angora blend; about $365. At Saks Fifth Avenue; Rive Gauche, Atlanta; Rive Gauche, Bay Harbor; Stix, Baer & Fuller; Sakowitz; I. Magnin.

Key: the look of the head, *right*, the look of the season!—hair moving in waves; makeup veering to the warm brownish reds (Elizabeth Arden has some of the prettiest of these colorings: Ripe Russet Lipcolor and Tawny Gloss for the mouth; Hot Henna for cheeks). Way Bandy did the makeup. Hair, Maury Hopson. All accessories, next to last page this issue.

It's a new turn on everyone's favorite way of dressing, and these pages tell it all—the key pieces to collect, how to wear them, what to wear with them

Casual Chic

FRANCESCO SCANNULLO

Casual Chic

The key pieces...and how to wear them

Dressing-in-pieces is still the name of the game, *but you're going to find yourself playing with a different set of rules this season. And it isn't only that there are new pieces to collect; most of all, it's that the basic concept of casual dressing has changed. It is no longer a question of owning every color of cashmere sweater so that you jump into your grey flannel skirt blindfold and put on a red sweater with it one day, and the next day blue, and another time green or pink or purple. What we are seeing now is something much more deliberate and pulled-together—ideally, if you were buying a grey skirt this fall, you wouldn't leave the store until you had the perfect grey sweater to wear with it, and the perfect grey stocking, and the perfect grey shoe. In other words, you start with the idea of the whole picture and you think it all the way through. You are in tones of a color or in colors that tone in with each other—you have a line. And have a look, which doesn't mean you never touch the combination—an ivory satin shirt, for instance, is a beautiful way to swing a grey flannel skirt for evening—but you aren't going to want to be juggling it seven ways from Sunday any more. Less-is-more is the idea now: owning the best pieces you can afford and moving them around sparingly, with a sense of line and polish—that's what casual chic is about. And it brings in an interesting element . . . a little thing called selectiveness. It is vital, both in the collecting of pieces and in the wearing—you have got to know what you're looking for and how it's going to work with what you already own, or are planning to own (if it doesn't give you the right answers straightaway, we have news for you: it never will; it will just die in your closet, and its secret will die with it). Here, then—and through these pages—a guide to what's key for fall. . . .*

The key coat is the coat with an oversized line—*the most news! The most basic piece—it sets your whole look. But watch that word "line"—don't let yourself get swallowed up in something that looks as though an enormous tent had collapsed all around you. Do, though, expect to feel the ampleness of it, especially in the shoulder. . . . Oversized-coat news for pants: the longer coat—calf-long—to wear with narrower pants (the minute you put it on, you'll see why—with this length of coat, wide pants are like chopping off your feet). In the same context, the flatter your shoe, the better—a trimmer line with narrow pants. . . .*

For the first time in years, there is going to be a skirt in your life—*a skirt that moves! Which means it's going to have some fullness—"some" is the operative word. Watch out for too much fabric, too-heavy fabric. Look for a controlled line over the hip—stitched-down pleats; a flare that starts low; a dirndl that just rounds on the hip and comes down smoothly—not one that bounces out like a tutu. . . . Be sure you have enough length to balance the fullness. Somewhere in the vicinity of two to three inches below the knee is going to look best (provided you're not trying it on in your stockinged feet—a higher-heeled shoe is a must. And a toned-in stocking with a little texture. . . .*

The dress to own—*the two-piece dress. It gives you the whole thing on a platter: the polish of a dress, the ease of being in separates. Don't compromise—the skrt should move with the best of* (Continued on page 87)

HOW TO WEAR a cardigan this year—the one that's going to do everything is the cardigan with the presence of a bulky sweater . . . and a spare, small, on-the-body proportion. It goes under things, over things (the one at right is a perfect little jacket to slip over a bronze-y satin shirt, or cream), and it goes day and night.

The treasure! *right*—Missoni's big/tiny drawstring cardigan in softest, ribbed green heather (new neutral to collect, and wear with heathered beige, grey, loden—and silver for lift). . . . Here, with Missoni's knitted green hat, scarf, bouclé knit pants. Wool sweater, about $110; pants, about $140. Both, October at Bloomingdale's. Sweater also at Ultimo; I. Magnin. Corum watch, at Tiffany. Hair, Rick Gillette. Makeup, Way Bandy. (For the lift of a pretty makeup, look to Estée Lauder—especially, with this coloring, Fresh Rose Country-Mist Liquid Makeup as a base; Pink Polish Fresh Air Lip Polisher). Accessory details, next to last page of this issue.

FRANCESCO SCAVULLO







Casual Chic

The key pieces...and how to wear them

HOW TO WEAR the longer, flared skirt in suède—controlled fullness is the key: it holds on the hip, flares in moderation. No bulk, no problems. . . . With this proportion and texture of skirt, go with a boot—it's a leg-lengthener. . . . Go with a belt that's thin and interesting—it adds texture without adding to your waist.

Key pieces from Oscar de la Renta, warm and luxurious in tones of beige to brown—a wonderful way to look for a really crisp fall day, when all the elements of suède-and-boots make sense. . . . *Near left*, the wearing of the longer suède skirt, with jersey overblouse and smooth leather boots. *Far left*, the polish of the total look: his self-muffled cloud of mohair jacket, and the touches of the season—the beret, the silk scarf, the interesting narrow belt. . . . The perfect touch of color for eyes: subtle but visible—Tawny Rose, for instance, one of the new Shadow Smooth shades from Helena Rubinstein. . . . Jacket, of mohair and wool (Lafitte fabric); overblouse, of acrylic and wool (Verron fabric); and skirt—all, about $625. Late August, at Lord & Taylor; Wanamaker's; Lillie Rubin-South and West; Balliet's; Joseph Magnin. Both pages: Hair, Maury Hopson; makeup, Way Bandy. Other accessory details, next to last page of this issue.

(Continued) them, and the top should have a little extra scale going for it so you can slide a shirt or sweater underneath and wear it as a pullover with pants—you definitely do not need something that's just another dress that happens to come apart in the middle. . . .

Best new jacket—*the longer, oversized jacket. Most desirable in fur—even in winter, when a short fur jacket has pretty well had it, this one goes on over pants or a skirt, with a couple of mufflers and a knitted cashmere glove, and you are warm. And very well turned out: casual—practical—chic. . . .*

Key touch: the beret—*mightiest little puller-together of them all! It puts an instant finish on whatever you're wearing; you can be in the simplest sweater and pants, and you put on your beret, tilt it, add an earring—you're dressed! . . .*

Key touch: the narrow belt *with a little extra something—a belt of braided suède, leather punchwork, passementerie, reptile. Texture is the point—in a season of tone-on-tone coloring, it gives your look dimension. . . .*

Key touch: mufflers and scarves—*worn two and three at a time. The more, the more dash they give and take (if walking around in three mufflers is going to make you feel even the tiniest bit uncomfortable, take off one—or two). Never, ever look as though you were wearing the Fashion Message; no matter what you have on you must be able to feel completely easy and unselfconscious in it—that is the key thing in dressing today.*



Casual Chic

***HOW TO WEAR** the pants suit with a tailored jacket—prettiest when it covers the derrière; shorter is broader! Do go for trouser pleats—tummy-camouflage. . . . Slim way to wear a scarf: inside, hanging long. Long-waisted way to wear a belt: loosened so it sits low. . . . The skirt with pleats—no hip-problem when pleats are stitched down, don't go all around.*

The sex appeal of a tailored pants suit, *left:* Jaeger's wonderful little hacking jacket, trim and pretty in a tiny brown-and-white check, over matching trousers and brown polo-sweater held open with a clip. Wool jacket, about $160; trousers, about $75; wool polo-sweater, about $35. End of August, at Jaeger International Shop; Kaufmann's; Gidding-Jenny; Marshall Field; Maison Blanche; Sakowitz; I. Magnin. **The Stars,** *right:* the beret, the scarf, the muffler—this season's can't-live-without accessories. Plus makeup that's a terrific lift for brown: Bonne Bell's all-over Tawny Glo color from the new Good Nature Collection, and one of their Serious Lipsticks in a shade called Sundance. . . . **Perfect pleats,** *far right:* stitched to the hip, spaced to give most movement, least bulk—Givenchy skirt-and-sweater dressing in brown herringbone tweed with a small, banded brown pullover. Wool skirt, about $150; wool-and-acrylic pull, about $90; beige muffler, about $145. All, Givenchy Nouvelle Boutique. Late August, at Bergdorf Goodman; Garfinckel's; Jacobson's; Marshall Field; Frost Bros.; I. Magnin. Corum watch, Van Cleef & Arpels. Both pages: hair, Maury Hopson; makeup, Way Bandy. Other accessories, next to last page of this issue.

FRANCESCO SCAVULLO





Casual Chic

***HOW TO WEAR** the longer coat for pants —narrower pants (too wide is like a nightgown under a bathrobe!). Don't pull the belt too tight on any coat—old Hollywood spy routine! . . . The longer jacket takes a touch-longer skirt, higher heel. . . . Always, colors toned in to extend the line.*

Key coat, *left:* the oversized line, the longer length for pants —Calvin Klein's belted camel balmacaan over matching pants (watch the suède moccasin—narrower pants take a flatter shoe). **The puller-togethers,** *right:* the fuzzy camel hat and brown pigskin glove, the crêpe de Chine scarf—the softness and polish of the total look. (Perfect lip-coloring—Frances Denney's Sienna.) . . . Coat, about $238; pants, about $64. Both of camel's hair and wool (Scotney fabric). At Bonwit Teller; Trevi; Jacobson's; Marshall Field; Jackson Graves; May D & F; Bullock's. **New jacket proportions,** *far right:* Blassport's looser, longer cardigan and skirt in beige herringbone tweed, turned out for maximum leanness and length—from matching muffler and russety Shetland pull to the toned-in leg and high-heeled shoe, everything says *line!* . . . Jacket and muffler, about $178; skirt, about $70 (St. Andrews wool); pull, about $28. Mid-August, at Bloomingdale's; Bullock's. Both pages: hair, Maury Hopson; makeup, Way Bandy. Accessories, next to last page.

FRANCESCO SCAVULLO







THE KEY PIECES

A great year for the two-piece dress

Casual Chic



Most pulled together way to be in pieces, easiest way to be in a dress. . . . The look of a slightly oversized top and a skirt that moves, *far left*—a two-piece beige knit, worn with everything toned in. By Kimberly Knitwear, of polyester and wool, about $120. Late August, Saks Fifth Avenue; L.S.Ayres; Gus Mayer; Woolf Brothers; Nordstrom. . . . Camel poplin, *left*—the two-piece dress from Shannon Rodgers for Jerry Silverman—zip-front top, shirred at the waist, flared skirt, narrow camel snakeskin belt. Dress, of polyester (Onondaga fabric), about $130. Late August, Miss Bergdorf of Bergdorf Goodman; Rich's; Jacobson's; Stix, Baer & Fuller; Harzfeld's; J.W. Robinson. . . . *This page,* one of the prettiest two-piece dresses this season: full-sleeved over-blouse and pleated skirt in softest beige wool challis with narrow purple bands; matching fringed muffler. Skirt, about $160; top, about $180; scarf, about $40. From the Valentino Boutique Collection. Late August, Bloomingdale's; Nan Duskin; Martha, Palm Beach, Bal Harbour; Claire Pearone. Both pages: hair, Rick Gillette; makeup, Way Bandy . . . The glow here - Golden Plum, a new Super Frost Lipstick from Revlon: Accessories, page 159.

FRANCESCO SCAVULLO

THE KEY PIECES

The suit that's a three-piece sweater set

The easy feeling, the pulled-together look—the suit that's simply a couple of sweaters. Turned out this season with soft, small hats, long mufflers and scarves used together. ...**Silky knit,** *far left*—tweedy beige pointelle cardigan and skirt, soft-tie taupe pullover underneath. By Ilka at Arkin. Suit, of acrylic; pullover, of rayon. About $180, at Bloomingdale's; Sakowitz. **Two angora-soft sweaters,** *left*—cardigan and dirndl in a tweedy mix of green, brown, and cream over a cream wool pullover. Chester Weinberg/ N.O.W. Studio. Suit, of linen, rayon, acrylic, and angora (Held Fabric). All, about $145. At Lord & Taylor; Wanamaker's; Joseph Horne; Higbee's; Dayton's; Neiman-Marcus; I. Magnin. **The most sweaters,** *right*—nubby grey-green V-neck pullover and easy skirt, matching fringed muffler, cuffed cap—the look that's already pulled together for you. By Francesca for Damon, of acrylic and wool. About $120. At Bonwit Teller; Rich's; Kaufmann's; Higbee's; Jacobson's; Neusteters; I. Magnin. ...Pretty with everything this season—the look of soft, gleaming color for eyes. Here, Glistening Mocha, one of Aziza's Frosty Lustre shadows—deep, long lasting glow. Hair, Rick Gillette. Makeup, Way Bandy. Accessories, next to last page this issue.

FRANCESCO SCAVULLO





THE KEY PIECES

The new proportion of skirts and tops

The newest skirt in town—a skirt that really moves. A skirt with more fullness—more length for balance. For the same reason: a lot more room to the tops....

The longer flared skirt, *far left*—black petitpoint wool; zip-front blouson in black chenille knit; soft white turtleneck—great way to dress on the first chilly day. By Anne Klein. Skirt, about $108. Jacket, of wool and acrylic, about $90. Sweater, of angora, lamb's wool, and nylon, about $34. Late August, at Lord & Taylor; Higbee's; Jacobson's; L. S. Ayres; Bullock's.

The longer wrap skirt, *left*—Halston's caramel Ultrasuede, zipped in front. Wrapped on top, his shawl of black cape in wool jersey. With a black cashmere turtleneck, supple black boots—terrific! Skirt, of polyester and polyurethane, Ultrasuede Fabric by Springs. About $160. Cape, of Jasco Fabrics, about $120. Both, Martha; Garfinckel's; Rich's; Jacobson's; Stanley Korshak; Dayton's; I. Magnin. Sweater, $95; at Halston Ltd.

The perfect dirndl, *right*—Saint Laurent's brown velvet, smooth over the hip. Beautiful to wear with all different textures of brown: silk crêpe de Chine shirt, thinnest wool flannel overshirt, silky passementerie belt—one of the best looks you could own for day, for easy evenings. By Saint Laurent Rive Gauche. Overshirt, about $140. Shirt, about $130. Skirt of cotton and viscose, about $185. At Bloomingdale's; Hutzler's; Martha, Palm Beach, Bal Harbour; Joseph Horne; Halle's; Swanson's; I. Magnin. Accessories, next to the last page.

FRANCESCO SCAVULLO

THE KEY PIECES

The new jacket-and -skirt dressing



Longer easier jackets, longer easier skirts in wonderful tweeds and leather—all-time casual looks, better than ever!

The oversized overshirt, *far left*—ample enough to wear as a jacket over shirts and sweaters—beige herringbone tweed with a matching skirt; double scarves filling in at the throat. Cara Kirby for Adele Martin, of Fortrel polyester and wool (Anglo Fabrics). About $92. Bonwit Teller; Marshall Field; J.W. Robinson.

The pulled-together look of a suit, *left*—chestnut wool tweed cardigan and matching gored skirt, a white Shetland pullover underneath. A Woolmark suit by Pendleton. Cardigan, $60; skirt, $38; pullover, $20. Late August, O'Neil's; Marshall Field; Harzfeld's; Lipman Wolfe. Hair, this page, François of Suga Salon.

The mix of leather and suède, *right*—Saint Laurent's two-textured toast-brown shirt-jacket over his smooth-hipped dirndl in yellow-flecked tweed. Jacket, about $445; wool skirt, about $115. End of August, at Saint Laurent Rive Gauche, N.Y.; Joseph Horne; Sakowitz.

Zip-front greige suède jacket, *far right*, elasticized at the waist. To belt over a beige turtleneck and longer flared skirt in greige wool flannel. By Anne Klein. Jacket, about $250. Skirt, about $100. Sweater, of Nomelle acrylic and cashmere; about $50. Late August, at Saks Fifth Avenue; Kaufmann's; Dayton's; Frost Bros.; I. Magnin. Hair, opposite page, by Rick Gillette. Accessories, next to last page.

FRANCESCO SCAVULLO

Casual Chic

THE KEY PIECES

The oversized jacket in fur ...the ease of the two-piece dress



The new look of a fur jacket, *left*—a longer, double-breasted wrap of natural raccoon. With this roominess on top—the longer skirt in brown tweed, the higher-heeled shoe and toned-in stocking. Jacket, by Pierre Cardin for Michael Forrest. About $1400. At Bonwit Teller; Rich's; L:S. Ayres. Blassport gathered wool skirt (St. Andrews fabric), about $70. Mid-August, at Bonwit Teller.
The easiest! *right*—the two-piece dress in beige knit—peplum top and matching skirt—with its own print blouse and scarf in beige, blue, and brown, camel snakeskin belt—all the pieces in one neat package. By Shannon Rodgers for Jerry Silverman. Knit, of wool and nylon (Crestwood fabric). About $220. Miss Bergdorf, Bergdorf Goodman; Hutzler's; Kaufmann's; Stix, Baer & Fuller; Neiman-Marcus; Nordstrom. Accessories, next to last page.... New York background here and on the preceding eight pages, Lincoln Center for the Performing Arts.

FRANCESCO SCAVULLO

Casual Chic



The perfect coat

The oversized coat that everyone is going to want to fall right into—even a small woman! Geoffrey Beene's unlined navy sweater of a coat in angora-soft jersey. To wear over everything. To wear by day, to wear at night. To travel with. To wear right around the year, and never put away...as close as you're ever likely to come to a coat that does everything.... Here, **at night,** *near right,* over his white-on-white striped silk crêpe de Chine pyjama with a scarf-tie blouse, ropes of pearl and rhinestone.... Same coat **for day,** *far right*—the dash of navy over pale grey—flannel pants, cashmere pullover, soft fringed muffler. Geoffrey Beene coat, of wool, angora, and nylon (O'Connell fabric). About $365. Pyjama, about $435. Both at Bonwit Teller; Maison Blanche; Dayton's; Swanson's; Neiman-Marcus. Hair, these six pages, François of Suga Salon; Fashion details and accessories, next to last page this issue. Photographed at the Carlyle Hotel, New York.

Day or night, rain or shine, there's a new way of dressing that starts with a coat—a roomier, easier, oversized coat that goes over everything and pulls your whole look together....

Coat dressing

The oversized coat for day

The longer raincoat for pants—Aquanala's wide, wonderful tan steamer coat, *far left*, with easy raglan sleeves. Weather-way wear it: with narrow matchi rainpants. Polyester-and cotto coat, about $170, and pants, about $55 (fabric by Tandler Tex- Nino, finished with Zepel). ord & Taylor, N.Y.; Charles umner; Garfinckel's; Neiman Marcus; J. W. Robinson.

Coat-and-skirt dressing—one of e best new coats to have: *left* nd the best way to have it he steamer coat with a skirt of its own, in greige wool flannel. for starters, the rest of the pieces just fall into place. By Anne Klein. Coat, about $270, and skirt, about $100, of Anglo Fabrics, loomed in America. Late August, Bergdorf Goodman; Kaufmann's; Jackson Graves; The Denver; I. Magnin.

The perfect pants coat . . . the longer coat, *far right*, Ungaro's oversized raglan-sleeved trenchcoat in Bordeaux cashmere. Turned out over wool pants in black and Bordeaux herringbone, a black and Bordeaux print wool jersey shirt. All, Ungaro. Coat, at Martha; Nan Duskin; Garfinckel's; Ultimo; Frost Bros.; Neusteters. Accessories, both pages, next to last page. Photographed at the Hotel Pierre, N.Y.


STAND PIPE

COAT DRESSING

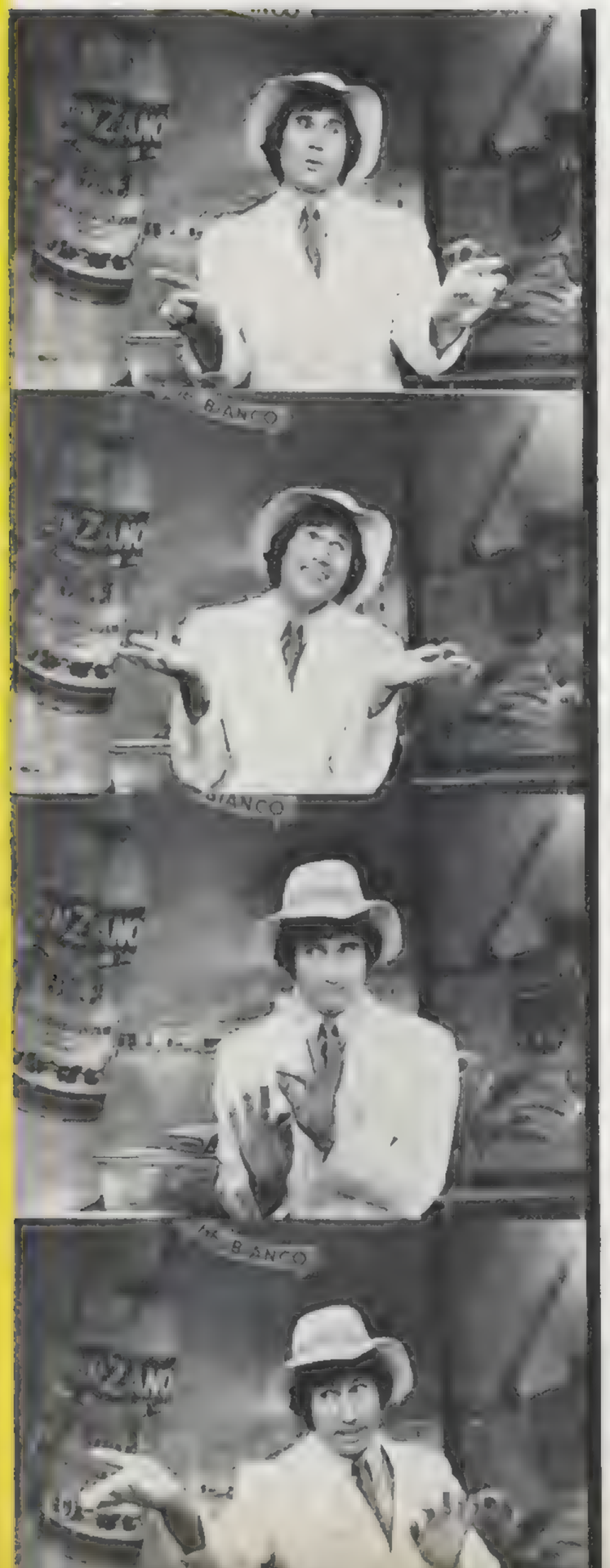
Right-for-rain looks

The raincoat that goes a little bit further: the raincoat in a dark color—here, black and navy for day, for easy evenings.
The lightest! *near right:* Saint Laurent's silky shell of a raincoat in black faced with tan—like a beautiful oversized shirt—extra easy in back, buttons to the side. Of cotton and polyester. About $330. Saint Laurent Rive Gauche, at Saks Fifth Avenue. Piaget watch, at Van Cleef & Arpels.
The corduroy trenchcoat, *center*—the classic raincoat, an unexpected way—black corduroy belted over black velvet pants, with a white-and-black dotted silk scarf filling in at the throat. By Sonya Berk for Unlimited by London Fog. Of Crompton cotton corduroy, about $125. At Bloomingdale's; I. Magnin.
Navy poplin trench, *far right*—everybody's coat in a new-for-the-rain color. Pulled together with navy wool pants, a navy Shetland pullover, cream silk shirt. By Halston III, of cotton and polyester. About $160, at Bloomingdale's. Hair, these six pages, François of Suga Salon. Fashion details and accessories, next to last page. Photographed at the Westbury Hotel, New York.

TOSCANI



PEOPLE ARE TALKING ABOUT...

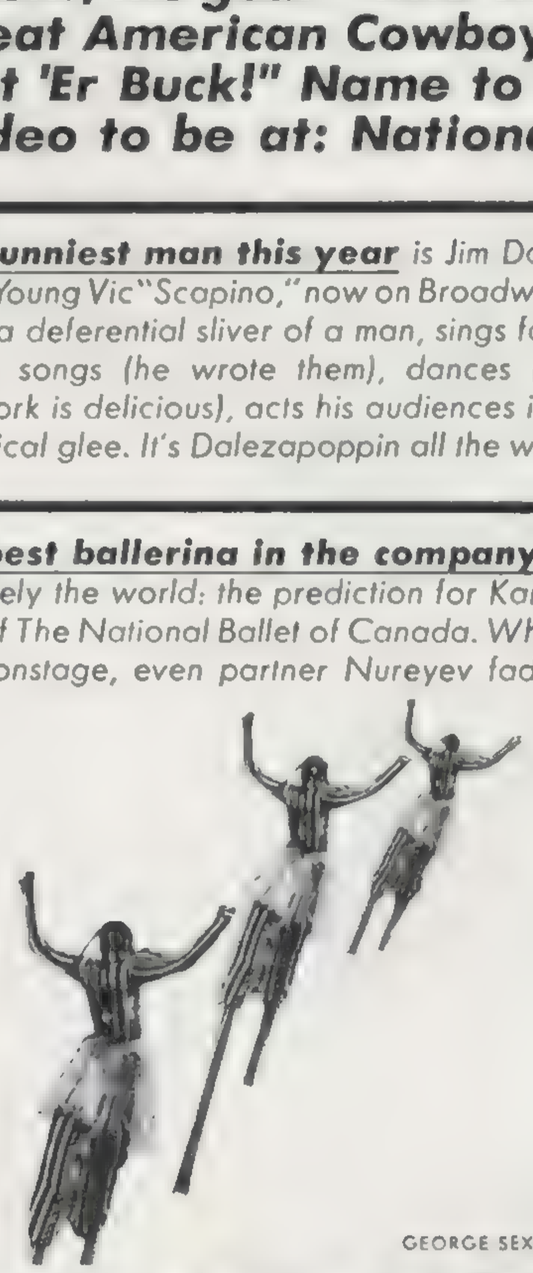


***The Great American Cowboy pash** is in full roar—not for movie-Western steel-eyes but for tough, sinewy, sure-faced rodeo stellars—bronc busters, team ropers, bull riders, steer wrestlers, calf ropers. They chance it all year long for such rewards as: World Champion All-Around Cowboy and five-figure money/possible death. This new American hero's obsessed with his mount, his gear—like the boots above....Movie to see: "The Great American Cowboy." Book to read: Douglas Kent Hall's "Let 'Er Buck!" Name to know: six-time champ Larry Mahan. Rodeo to be at: National Finals, Oklahoma City, Dec. 7-15.*

DOUGLAS KENT HALL

***The funniest man this year** is Jim Dale. In the Young Vic "Scapino," now on Broadway, Dale, a deferential sliver of a man, sings fake Italian songs (he wrote them), dances (his footwork is delicious), acts his audiences into hysterical glee. It's Dalezapoppin all the way!*

***The best ballerina in the company—** ultimately the world: the prediction for Karen Kain of The National Ballet of Canada. When she's onstage, even partner Nureyev fades.*



GEORGE SEXTON

A revelation of African art: that's "African Art in Motion," at Washington's National Gallery of Art, until Sept. 22. The unique objects, costumes, flawlessly exhibited (see above), also show in action on movie, video screens.

MARTHA SWOPE





THE BETTMANN ARCHIVE

Sweetest sounds, soundest music, that's the Mostly Mozart (he's *above*) Festival, until Aug. 24, Lincoln Center, N.Y.C.



THE ARMAND HAMMER FOUNDATION

Sensational sleeper exhib: Washington's National Gallery "Recent Acquisitions and Promised Gifts" (until Aug. 4). Typical empyrean quality: Leonardo drawing (*above*).



Most hypnotic, vivacious East-West new classical sounds are by composer Philip Glass (*above*); 4-hour hear: *Music in 12 Parts*, coming on a Chatham Square LP.

PEOPLE ARE TALKING ABOUT . . . The smoke rising from tribal fires in **Washington, D.C.,** where it's barbecue time and other such grilly stuff. Odd to see, smell that pungent smoke these jungly August days. Traditionally our Capital empties out then —holiday time. Says one veteran *élégante,* "Not even Congress is recessing *this* year. Cave dwellers aren't leaving! We're all sticking around where the action is!"

PEOPLE ARE TALKING ABOUT . . . **The Nothing Book** ("Wanna Make Something of It?"), a smarty-pants frivol of 192 succinctly bound pages, all of them spectacularly blank, and the amazing number of people who don't wanna do anything with it save give it to chums who wanna write a book or just contemplate nothingness. . . . The return of **Your Hit Parade** to the telly (CBS), with its perfectly awful-wonderful good-bye song "So Long for a While" and its relentless grinners. Then, they were Snooky Lanson and Dorothy Collins; now, they'll be the loudest voice around, **Kelly Garrett,** plus Sheralee and Chuck Woolery.

PEOPLE ARE TALKING ABOUT . . . **Widow,** a book by Lynn Caine, a young, always-knew-where-it-all-was, big-time book publicist, whose husband died of cancer, leaving her with two little children and muddle. Mrs. Caine spells it out meticulously—the dying, the love-hate-love, the living-stupor aftermath —in a document that tears you apart, puts you together again because of its probity, practicality. "Being a widow," she says, "is like living in a country where nobody speaks your language." . . . **L'Egisto,** by Pier Francesco Cavalli, a three-century-old opera now being America-premiered by The Santa Fe Opera, because its music sounds like a crystal glass forest thronged by nightingales in full throat.

PEOPLE ARE TALKING ABOUT . . . Gabrielle Chanel, not so much as the ancestor who changed your look but as a woman of fearsome wit, shrewd-eyed appraisal of everything from fragrances to frustrations. In **Chanel Solitaire,** a just-out book by Claude Baillen, Chanel talks nonstop brilliance, genuine diamonds of deeply personal wisdom like this: "Solitude destroys a woman. She needs to be kissed from her hair to the soles of her feet, otherwise she's frustrated. I'm not frustrated, I've had lovers."

PEOPLE ARE TALKING ABOUT . . . The resurgence of old-time Vaude techniques but reworked into a high '70's individuality by **Leon Redbone** and **Ry Cooder.** Redbone nasals his backwoodsy melodies into a fine funky blues sound, ambles his guitar and his storytelling as if he had all the time in the world. Cooder says, about his Depression, sad-glad, John Steinbeck-ish songs, "I just take these old tunes and make 'em mine." . . . Philip Roth's **My Life as a Man,** a novel in which Roth ice-skates hotly on a two-way looking-glass surface that he constructed to show off himself, his people, bone-naked and unabashed. There's not a hero in this, Roth's best book—just suffering, funny, clutching people.

PEOPLE ARE TALKING ABOUT . . . The new **Roman Polanski** movie, **Chinatown,** a film so veraciously cast, acted (with **Faye Dunaway** a spectacular extension of herself), designed, written, and directed in the Raymond Chandler, 1930's, everybody-done-it mold that even Chandler *ennuyés* are leaping like salmon on the up-trip. It's the kind of trick-and-treat film that does not go away for years after you have been part of its painful, hopeless evil, a topsy-turvy morality rooted in its antagonists' unshakable conviction that personal gain is a God-given right. . . . **Jeweled teeth** American-style, and the Woman's Libber who's got the movement's symbol wrought in gold cloisonné on one of her upper choppers.

PEOPLE ARE TALKING ABOUT . . . **Seurat to Matisse: Drawing in France** at The Museum of Modern Art in New York, 184 incredibly fine works chosen by director William S. Lieberman from MOMA's Department of Drawings' definitive holdings, with a sure appreciation of the importance of each of them to the modern movement in art. Show's surprise: drawings by Calder, Grosz, Kandinsky, other non-Frenchies who worked in France.

PEOPLE ARE TALKING ABOUT . . . A doozy **chain letter** wafting this way from abroad. Addressed to "tired, discontented women," it says, "Just send a copy of this letter to five of your female friends. . . . Then bundle up your husband and send him to the woman whose name is at the top of the list and add your name to the bottom of it. When your name comes to the top of the list, you will receive 16,748 men, and some of them are dandies. I assure you. Have faith; don't break the chain. One woman broke it and got her own son of a bitch back."—LEO LERMAN



TOSCANI

***Watch this man!* William Atherton is a six footer, strawberry blond, hazel eyed, soft spoken, quick to smile brilliantly, blue-jeanny, book toting, 27 years old, and a Yankee from New Haven. His starzoom began with a spate of Off-Broadway show-stealing, gained altitude in movie "Sugarland Express," went underground in "The Great Gatsby" (he sang the theme song), will summit in "The Day of the Locust." "I've felt I'd be an actor since I was five. It just seemed to be terrific. I wanted to like the world in a big way." What's helped him most? "Studying Aesthetic Realism."**

American dream-true

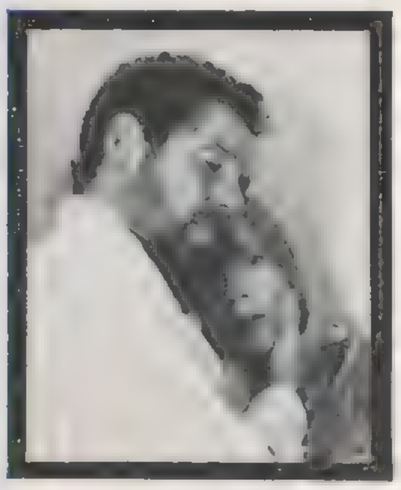
Warner LeRoy (right, in gold, jewel-encrusted, peacock-topped hard hat) dreams them up; Hardwicke Companies, Inc., coins them into being. What does Warner dream? Gorgeous Maxwell's Plum restaurant plus a proposal for a new rool garden (N.Y.C.); a lavish redo of Central Park's Tavern on the Green; the Great Adventure: 1,500 N.J. acres of joy, including the biggest safari park outside of Africa.

ALAN WEITZ



A marriage rips open: *a love/hate scene from the new movie* by Ingmar Bergman

PEOPLE ARE TALKING ABOUT...



LARS KARLSSON

Swedish filmmaker Ingmar Bergman in his latest, *Scenes from a Marriage*, force-fills the screen with six episodes of unsuppressed warfare between spouses, between Marianne and Johan (played, above, by Liv Ullmann and Erland Josephson) and—in the excerpt at right from the script written by Bergman, published by Pantheon Books—between their married friends Katarina and Peter.

This verbal knife fight, contained only by its semi-public locale (in the house of Marianne and Johan), shows the hit-and-hug forces that threaten a marriage while holding it together: tension stretched behind civility that (as novelist Iris Murdoch wrote) "is . . . seen to be superficial when horror breaks in: in war, in concentration camps, in the awful privacy of family and marriage."

Marianne: You both seem to be going through a bad stretch just now.

Katarina: *(With a laugh)* Yes, you could call it that.

M: Why don't you separate for a while?

K: On the contrary, Marianne. We're going abroad on a long business trip. Our whole livelihood is based on our sticking together. We have everything together, you see. Peter has made over everything to me, and our business in Italy depends entirely on what we do together. Then there are all these new synthetic materials that keep coming along and that we have to test. And I have to adjust my color schemes and patterns and Peter's so brilliant with his analyses. The whole lot would collapse if we split up. We just can't afford to.

M: Then can't you work together and live your own private lives?

K: Do you think we haven't tried? You know that.

M: Yes, that's true.

K: Peter says he's impotent with other women. I don't know whether he's lying, but I think he's telling the truth on that point. He goes nearly crazy if I refuse him. And the funny thing is that he's such a tender and expert lover. I quite enjoy having sex with him. Provided, of course, I have someone else.

M: Then you don't now?

K: No. I've finished it off.

M: You poor thing.

K: Jan couldn't cope with leading a double life. And leading a double life is the only thing I *can* cope with. So now all hell's broke loose, you see. Sometimes I hate Peter so much that I could torture him to death. When I can't sleep I lie thinking up the most extraordinary ways of tormenting him. *(Laughs)*

M: Is there no way out?

K: I can't see any.

M: Have you talked to Peter?

K: How sweet you are.

M: What does he say?

K: He says I can do whatever I damn well please. The only thing that interests him slightly is to see just how much we can degrade each other. He calls it our dehumanizing process.

M: Do you think he needs a doctor?

K: He went and had himself analyzed for a while, but he got fed up and said the psychiatrist was an idiot.

M: Can't you just walk out on him?

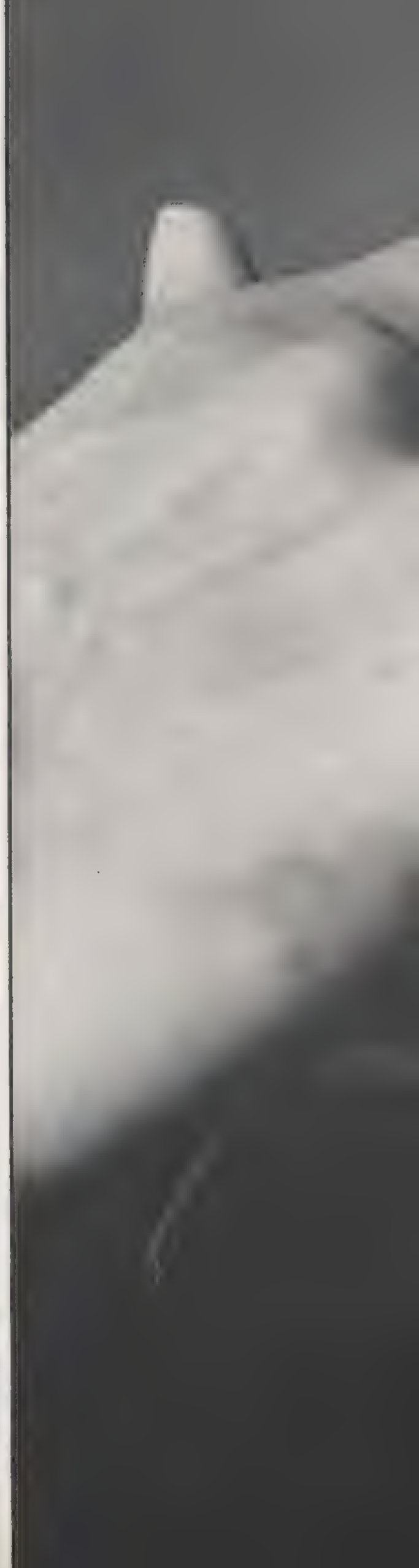
K: One morning when I woke up the bed was empty. Do you know where he'd gone?

M: No.

K: He was standing on the ledge, eight floors up, looking down into the street. When I asked him to come in, he said not to worry. I said I wished he would commit suicide. His reply to that was that I wasn't getting out of it all that easily.

M: But wasn't there a time when things were good between you?

K: I'll tell you something that surprises even me. In the middle of it all I feel a hopeless affection for him. I think I understand his misery and disgust and panic and that aching void he feels. And I have an idea that in some strange way he knows things about me that no one else does. (Continued on page 152)



Ingmar Bergman, the truth-seeker (opposite), in *Scenes from a Marriage* (as in his last masterpiece *Cries and Whispers*) again proves to movie-watchers that he sees clearly, sometimes even when his eyes are closed. PENN

Copyright © 1974 by Alan Blair. From the forthcoming book SCENES FROM A MARRIAGE, by Ingmar Bergman, to be published by Pantheon Books, a division of Random House, Inc. Used by permission.



PEOPLE ARE TALKING ABOUT...



KENN DUNCAN

New Look Shakespeare

That's this Twentieth-Anniversary Season at the American Shakespeare Theatre in Stratford, Conn.—an 1866 Risorgimento "Romeo and Juliet" (balcony scene below with TV's love David Birney and heart-stunner Roberta Maxwell) a Cavalier-happy "Twelfth Night"; a new-version "Cat on a Hot Tin Roof" to celebrate its twentieth. Artistic director Michael Kahn (right) directed the rouser "R. & J.," the grits and who's-got-the-gravy "Cat."



DUANE MICHALS

Grandest Illusionist

Doug Henning (above) cuts a woman into thrice, changes her into a cougar, does a dozen such incredibles—all with the sweet smile of a flower child: he's the world's greatest magicman, now on Broadway in "The Magic Show."

Mellymania

The English have it, Americans are catching it. Only one way to get it—by listening to Liverpudlian jazz-singer George Melly (right). He's fat, fifty-ish, and fabulous. Ear "Son of Nuts," his LP.



BARBARA BERSELL



MARTHA SWOPE





DUANE MICHALS

Pop Brubeck and his marvelously musical wonderkids (above L-R, the Dave, sons Darius, Dan, Chris) make like a perpetual jam session: they boogie-woogie jazz it Pop's way, make it sound Mozart, Bach inventive, rapturously now, original on their "Two Generations of Brubeck" LP.

Classiest Girl in Town

She's Swanilda, mysterious doll of a heroine in the is-she-isn't-she-real, 104-year-old ballet "Coppélia, The Girl with the Enamel Eyes." New York City Ballet's got her in a children-teeming, giddy-toed, three-act version by glorious Balanchine and Danilova, with Ter-Arutunian's radiant sets, costumes (see below).



Ridiculous Enchanting CAMILLE

Duchamp drew a moustache on the Mona Lisa's upper lip: Charles Ludlam plays Camille with her sexy-low décolletage revealing the hair on his chest. Both artists' motives are identical: to lampoon life, to fracture the square. *Above,* The Ridiculous Theatrical Company (Ludlam directs it, writes its plays, guides its Evergreen Theatre Manhattan home base—where government funding has helped to ease life) in a rowdydowdy Camille party scene. *Left,* genius Ludlam—both his everyday self and as a fantastically antic, sudden-tear-compelling Camille. "Why drag? De-illusionism. To create irony, theatrically."

JOHN STERN

THE SLY AFFAIR

A Garden Wedding

The couple opposite, rock-sock Sly and small-part actress Kathy Silva flabbergastingly Halstoned in golden 3-D sequins for their Madison Square Garden, pre-Sly and the Family Stone concert, Joe Eula-directed nuptials. Some 23,000 paying guests screamed, danced. Reminded Sly's Ma, "This is a sacred ceremony." Explained Sly, "...I have a little boy now [baby was nine months old by wedding time] and I don't want him to be a liar when he says Dada." Mrs. Sly: "When you are as much in love as Sly and I are, you just go to extremes and get married." The epoch-making Sly Stone sound? It was strictly decline and fall. L.L.

KATHY'S OWN GOLD BRACELETS BY ELSA PERETTI.

AVEDON





Valentino, the Italian designing star, has a house (shown, these four pages) on the Via Appia Antica—so near Rome that he goes home for lunch every day. Yet it seems miles from the city; a sylvan retreat with rose gardens, a swimming pool—green, leafy, cool even on the hottest days. *Rus in urbe*....

Inside, the rooms are (as one friend described them) "like a succession of movie sets," full of drama and fascination. And the props are real: Valentino's magnificent collections of rare bird and animal figures, Chinese eighteenth-century porcelains and lacquer boxes, Indian glass paintings, Moroccan braziers, Venetian papier-mâché sculptures, Brazilian silver fruits, natural coral branches... objects of all kinds, periods, in rock crystal, horn, tortoiseshell, mother-of-pearl, carved wood, ceramic, jade. You name it—Valentino probably can't resist it. Yet, so skillfully have he and architect-decorator Renzo Mongiardino arranged things that nothing looks crowded or cluttery—each object or collection of objects seems to float in space, coolness....

The main *salone* (*right* and *below*) is huge, airy, all white with clear, pale blues and greens—"like an aquarium," said Valentino. Some of the greens were taken from a marvelous Picasso, "Les Femmes Assises," on the left-hand wall....*Foreground, right:* Valentino's collection of eighteenth-century Chinese birds in turquoise cloisonné—ibis, pigeons, chickens, ducks. *Left:* Valentino in his spacious house on the Appian Way. He moved here in 1971—crowded out of a Roman penthouse that was "small and full full full of things." *Below:* At far end of the big *salone* (shown also, *right*), the pyramidal white porcelain fireplace, flanked by columns—and by two palm trees called *chicas*, like giant feather dusters. On the mantel: braziers from Marrakesh in brass, silver, and copper, with tortoiseshell tops.

HORST





Summer living

in a house
of cool surprises;
at Valentino's
on the Appian Way





1. The library—small, comfortable; Valentino said, "We live in this room." Indian silk striped cushions on white cotton sofas; Indian carpet. Fernando Botero painting on far wall. Elephant tusk, one of two, from Tangier.
2. The small dining room—really a glassed-in veranda—where Valentino lunches every day; "like a Turkish tent," in green-and-white stripes. All fabrics, including the blue-and-white cotton tablecloth, are from his shop, Valentino Più. Centerpiece, a Chinese lacquer vegetable, silver fruits. Painting (far wall) of Persian odalisques, afloat on veils.
3. In the small sitting-room that adjoins Valentino's bedroom and bath—everything covered in turquoise-and-yellow cotton fabric he designed, from an illustration in an old Indian book. Indian glass paintings on the walls. On table, ostrich-egg and enamel animals by Robert Estevez. Carpet from Marrakesh.
4. The teak-and-marble bathroom, surrounded by mirrors—on one of which is painted a "Persian personnage" with an orange tree.
5. Valentino's bedroom, designed around two 16th-century papier-mâché panels of a Chinese man and woman (one, visible), found in Venice. The bed has twisted bamboo columns, a quilted Indian cotton cover. These three rooms—3., 4., and 5.—were decorated by Stefano Mantovani.
6. The swimming pool, theatrically beautiful at night—an Oriental pavilion, curtained in white voile and bathed in light, reflected in a Roman pool with baroque fish. "The effect of the lighting of the pool and tent at night, as seen from the terrace when you dine, is so remarkable and glamorous," said one enraptured guest. "It is modern Arabian Nights."... White mosaic lines the pool; in the pavilion are old ceramic tiles from Naples, in blue, green, yellow, white. On the terrace, umbrellas like those in Roman fruit markets. (More, page 58)

SUMMER LIVING
AT VALENTINO'S



2

SUMMER LIVING—

in a garden overhanging the sea; with Zeffirelli at Positano

Franco Zeffirelli, the brilliant director-designer, lives in Rome, but he may be anywhere in the world at any moment: shooting a movie, staging a play, directing an opera. Between times, he's apt to be at Positano—on the glorious peninsula south of Naples—at the villa shown here. Called Tre Ville, it's really three little low, white villas of enormous charm—half-Italian, half-Moroccan—clinging to a terraced hillside, connected by staircases, terraces, gardens. From anywhere in it, you can see the sea, smell the flowers and fruit trees, breathe the delicious air....When Zeffirelli arrives, caravans of friends soon follow—driving from Rome, or drifting in on boats from Capri or Amalfi. Recent visitors have been Lord and Lady Olivier, Liza Minnelli, Elizabeth Taylor (whom Zeffirelli directed in *The Taming of the Shrew*), and Valentina Cortese, her skin shielded from the sun by a long djellaba. The life they lead at the villa—casual, relaxed, luxurious—was described by one guest in one word: "Paradise." **(More, page 58)**

1. Zeffirelli at Positano.
2. The living room—cool, white, with a Berber feeling. Sofas covered in white Indian cotton twinkling with mirrors. Ceramic tiles made locally by Scotto, from designs by Renzo Mongiardino. Capodimonte bust (on coffee table) of Maria Carolina, Queen of Naples.
3. The straw-roofed veranda, where lunch is served—overlooking the marvelous view.
4. Center of living room; rich Persian colors, fabrics; 19th-century Libyan mirror.
5. Zeffirelli's bedroom, tented in Far Eastern fabrics; 19th-century Libyan furniture in bleached wood, mother-of-pearl, ivory; straw rugs.
6. In the many-leveled house, stairways lead to gardens, terraces—and the sea below.

4



HORST

3

5

6

PEOPLE ARE TALKING ABOUT...

South America: The now-new world for travelers

Below, the fascinations of Colombia, explored and explained with the always-personal insight of critic Robert Hughes, who interprets all scenes from his art-writer's lookout. Starting on page 62, more Colombian details, why and how to see Ecuador and Peru.

Hail, Colombia, S.A.

BY ROBERT HUGHES

Bogotá, the capital of Colombia, is 8,660 feet up on a plateau of the Andes. The air is so thin that a slight oxygen-starvation giddiness hits as soon as you are out of the plane. To run up a flight of stairs, or walk briskly with a suitcase, is to risk keeling over—so that the first two or three days of acclimatization are spent in a slow valetudinarian shuffle, well adapted to the leisurely inspection of museums. *Andes:* the name suggests cliffs of rinsed air, brooding peaks, and condors. In fact, the atmosphere of Bogotá, on a bad day, is filthy. All the gasoline is low grade; and because of a ferocious import tax on cars (a new Volkswagen runs to about $9,000, and the sight of a Mercedes-Benz, snaking its black bulk through the alleys of the Old Quarter, is as imposing as a private jet), the wheeled transport of Bogotá is a collective triumph of *bricolage:* hybrid clunkers, cobbled together with baling wire and the erratic intercession of the Virgin Mary, each trailing its greasy scarf of black smoke.

Bogotan taxis are not for the fainthearted, since traffic circulation is governed wholly by *machismo*. The taxi that took me on one run to the airport set some kind of record by crashing three times, in a thunderous Andean rainstorm: first ramming a competitor outside the entrance of the Hotel Tequendama, then rear-ending a Fiat under a bridge, and finally center-punching a bus—one of those stupendous hand-painted Colombian buses, done up like a four-wheeled *quetzal* bird in stripes and curlicues of acid green, crimson, sky-blue, purple, and chrome—at an intersection half a kilometer from the terminal. Where possible, it is best to walk with a friend or two.

But when you do walk, what rewards! At first Bogotá is confusing: a riot of urban metastasization around a seventeenth-century cell, the city expanding outward in successive rings of ugly concrete speculative buildings, then tailing off into atrocious *favelas*. But the Hispanic part of the city is preserved, if not intact, at least with a degree of respect for its Colonial architecture. Thick walls, intricately turned mahogany screens and doors, arcades suddenly opening to reveal tiled courtyards dense with palms and flowering shrubs; an alternation of light and strong gloom, a seignorial privacy, which, imported from Spain, ran to exotic seed in its colony.

This process is even more pronounced in the churches, where the baroque scrolling and twisting of the imported plateresque style acquires a strangely coarse, provincial strength and is overlaid with the substance that was the cause of Colombia's annexation: gold. Gold and blood are the stuff of Colonial religious art. *Teocuitlatl,* "the excrement of the gods," as the Aztecs named their precious metal, combines with the abundantly shed blood of the imported Christian God with a certain dreadful appropriateness. Nowhere in Europe could you find so many bleeding Jesuses lashed to columns or crawling on all fours in an ecstasy of masochistic submission *(ego sum vermis et non homo),* the naïvely carved or painted backs flogged raw and streaming with Technicolor gore, and all of them framed in dense foliations of gold leaf dragged from the mineral veins of Colombia. In the churches, the effect is obsessive. In the antique shops, which are crammed with the surplus of religion, it is oddly cloying: rows of nailed-up Christs and pale exsanguinated virgin martyrs lined up like Tide boxes in a disorderly supermarket. And, when these images migrate to the drawing rooms of the Colombian *oligarquía* and one finds oneself pursuing a decorous conversation about housing with a rich local architect under the collective gaze of a regiment of violated saints, it becomes surreal.

There are two remarkable small museums in Bogotá: the Museo San Jorge and the Museo del Oro. Both are privately underwritten by banks. The Museo San Jorge, its collection installed with admirable tact and clarity in a converted Colonial palace in the Old Quarter of Bogotá, furnishes the best imaginable primer to the styles and periods of pre-Columbian pottery; just enough objects to give the nonspecialist visitor a day's looking, without courting indigestion.

The Museo del Oro (selections from its hoard were seen at the Center for Inter-American Relations in New York this summer) is, of course, the greatest collection of pre-Columbian gold in existence, over twenty thousand pieces salvaged from the tomb robbers, systematically bought since 1939. But, in addition, Bogotá needs an independent museum of modern art, and there is less patronage for that. At present, the Museum—on the ground floor of the Bavaria Building—is run, cajoled along, and held together by a formidably tough-minded and charming young woman, Doña Gloria Zea de Uribe. It is uphill work, since the Bogotan *oligarquía* is, in general, indifferent to modern art; Renoir, one suspects, would strike some of them as a dangerous radical.

Edgar Negret, one of the best contemporary sculptors, is a Colombian and lives in Bogotá, but there is little or no market for his work in his own country; the same is true of other Colombian artists of striking and vigorous talent, such as Eduardo Ramirez Villamizar, the weaver Olga de Amaral, Carlos Rojas, and the architect Rogelio Salmona. And the misunderstandings about their work accumulate because of the persistent habit of gringo art critics, who think that any art produced south of Texas must either be "international"-style constructivism and stripe painting (New York imperialism) or else "ethnic" revolutionary murals.

(Continued on page 152)

Art-Jet to South America: Calder invents the sky-painting

"Mobile" means "Alexander Calder," whose soaring, witty, unfailingly vigorous works thirty-one years ago so captured the public imagination at The Museum of Modern Art in New York that today every Main Street greeting-card shop sells mobiles—everything from paper fish to plastic eyeballs—each one an unwitting and often witless tribute to Calder's inventive genius. Now innovator Calder (whose ground-based but air-opened stabiles are further wonders) has taken art in motion one step higher, to art aloft: an airplane-painting. One Braniff International DC-8 jet shuttling between the United States and South America bears only his name—Calder, *in letters four feet high—and was colored by him: the first painting to "hang" at a cruising altitude of 40,000 feet (the plane,* other details, left). *Photographer Inge Morath, who flew in the airborne artwork and photographed the plane and Mr. and Mrs. Calder in their seats,* left, *said: "The big emotion is elation. Calder's painting is filled with humor, has all kinds of amusing details; and even when you are sitting inside the plane, you look out—not at serious, sweating metal—but at brilliant forms like moving suns with the gaiety of a fair." More about the Calder plane on page 70.*

INGE MORATH

PEOPLE ARE TALKING ABOUT...

FIRST IN A NEW SERIES: VOGUE EXPLORES SHOPPING IN AMERICA

THE JOY

The inside, floor-wide, underneath-the-stairs-side story of Saks Fifth Avenue, a fifty-year-old store that has the confidence of a carriage-trade dowager and the cool of a teen-age superstar

So Saks Fifth Avenue turns a golden-oldie fifty on September 15. And here I thought it had been around for at least two hundred years. Not because it looks or "acts" so old, but—like MGM (which is also celebrating it's starlite half century)—Saks seems larger than life, more of an institution than a specialty department store. How else can you look at it when everywhere you go in almost every major American city (look out, Anchorage) there sits a stately Saks Fifth? And if you aren't graced with one of its thirty-one branches on your Main Street or in your neighborhood shopping center, you'll surely get stuffed seasonally in your mailbox the Saks Fifth Avenue's *Folio* Collection Catalogue. You can't escape it. Maybe that's why for many people Saks is a store you love to hate. Even for the most professional of shoppers (those of us who must get their daily fix of swanning through main floors and hopping escalators), there is something frightening about the mere mention of Saks' name. Saks means serious business; and though some people say they are turned off by its complexity ("Macy's is mere overwhelming, but Saks is downright intimidating"), others depend on its vast stock to get them into some "acceptable" visual shape. Forget Westinghouse . . . you can "be sure" if the label says "Saks." But opinions still run along the lines of "Saks is a heavy store." "You have to know what you want there; it's not a cruiser's store." "I always look upon Saks as a choice last resort. . . . When in doubt, there's always Saks." And you just know Saks always *will be*.

You must give the store credit (and goodness knows, with over a million charge accounts, it has to be getting something) for holding true to its late President Adam L. Gimbel's original view of Saks as "America's largest specialty store. One which deals strictly in good taste and not fad." Gimbel believed in pleasing the "most difficult customers. That creates a very high standard. If we can do that, we can serve anyone." And nowadays, since everyone is a "difficult customer" not to mention an "outraged nagging consumer," it's no wonder Saks continues to sail along Fifth fat and happy while establishments like De Pinna and Best & Company have slid into oblivion.

Although with everyone shopping to the beat of A&P's WEO (Where Economy Originates), Saks Chairman Allan R. Johnson insists on continuing the snob tradition of selling top quality at whatever price. (So Saks' WEO stands for "Where Exclusivity Originates"?) "We must be sure of buying the best fashion of the moment. We won't purchase something if it's a sudden flash. We feel we owe that to our customers. Our job is to be editors of fashion."

I can understand all this Saks-ology about taste, quality, and concern for the customer. I can appreciate that Saks prides itself on being a store that has everything except such "tasteless touches" as bargain basement, appliance departments, eateries, escalators, or revolving doors. I've often skimmed the mother store in my five years of living in New York and have torn through the Active Sportswear Annex unable to relate to Chris Evert's tennis-dress designs and have cried in the seventh floor's dressing rooms when I realized that I had brought into the room a fistful of size eights instead of twelves and couldn't get a salesgirl to replace them. From the ages of five to thirteen, I associated Saks with summer camp and crabbing with my mother in the "Junior" department over the right white T-shirts and matching



Above:
On the Saks birthday cake, generations of serious shoppers and everything they've always wanted to buy



BY BLAIR SABOL

OF SAKS

short shorts. In later years, I managed to dance down the gold-rugged aisles of the Beverly Hills branch and tried to look very *Philadelphia Story* swirling up the circular staircase of the Main Line Pennsylvania outlet. (Each store in the Saks chain outwardly reflects its locale, but there's no question that the inside of each one of them is stamped *Saks*.)

However, my fondest memory (everyone has her own Saks soul story) is of getting fitted for my first real bra (at last . . . the glory of wearing actual underwires and lace half cups) in the New York store's corset department by a saleslady named "Gitter the Fitter." She was a joyous pumpkin of a personality who always dressed in the predictable saleslady uniform: black Space Shoes, black knit dress, grey sweater with pearl-chain sweater guard, and glasses suspended on a black ribbon dangling about her inflated bosom. She lectured me like a family doctor, fitted me with the expertise of a master engineer, and treated me as if she were an adoring grandmother. Gitter gave me her card and often called me when certain styles came in.

You see, not only is there Saks-ology in merchandising, but there's a certain "Saksmanship" in sales help. Of course, Gitter the Fitter has retired; and I've gone on to shopping (and suffering) in more modern shops that push the idea of "self-help" and "take-out" service, which means forty customers to a counter and not a salesgirl in sight. As they say . . . "you just can't get help like you used to," but I have been surprised to see that Saks still does. Where else could you find at least seven people who have been happily employed for the full fifty years as an inspector, an assistant to the chairman of the board, sales people in men's hosiery and women's footwear, and three receivers. I don't know people who can stick to the same partner in marriage that long, let alone the same job. Apparently Saks believes in maintaining something of that personalized service, though it is a dying art form.

Working for Saks is like belonging to a merchant's fraternity. Most of the store's big bosses came up through the ranks and were practically born with silver Saks saleslips in their hands. Chairman Johnson's father was one of the early executive vice-presidents, and Johnson himself started in 1945 as an assistant personnel manager. President Norman V. Wechsler started in 1937 in sales promotion. There are also typical cases like the career of Mr. Burke, head buyer for the exclusive Louis Vuitton Boutique, who started as an elevator operator forty-nine years ago, was a stock boy, salesman, and then landed in luggage. Now he's personally servicing and crating twenty-one $250 Vuitton handbags for King Hussein (who didn't say why he chose that number). And where else could you find a glossy "in-house" magazine called *Saks Fifth Avenue News* listing all personnel promotions from Palm Beach to Palo Alto and the names of all the "Sports Clericals" who gave birth?

The store also has its own softball team, choral group, and "Rock-on Five" rock band. This isn't a store, it's a university. Anna Manning, a marker in the receiving room for fifty years, feels that "Saks instills you with a sense of belonging and loyalty. They are very good to us here and make each one of us feel important and not just some clock-punched number. They give you roses on your fifth anniversary, savings bonds and a diamond pin after twenty years. It sounds corny, but we are a family. And it's well known that those who have worked at Saks are the best. It's like having gotten a degree from Harvard or Vassar."

Recently I decided to pay Saks Fifth Avenue a little birthday visit. You must understand that there isn't such a thing as a "little" visit to Saks. It's a fact that you don't just "shop in" or "sale through" Saks . . . you "sink into" it, and you might not come up for air or out the door for three days. No wonder the original founder Horace Saks (the man most responsible for the Saks-Gimbel merger in 1924) died in less than a year after the store opened. (Actually he succumbed to a toxic carbuncle of the cheek.) However, the merchandising genius Adam Gimbel (Horace's vice-president) became president (because no one else was around the (Continued on page 150)

ERIC BOMAN

PEOPLE ARE TALKING ABOUT...

summer living—and how

tips from some famous, imaginative, trend-setters to make your summer

food for friends

"We have people in for dinner at 6:30 on Saturdays and then go to the classical music concerts at Caramoor, on the banks of the Hudson. Richard calls me a vegetable rapist because I pick the tiniest baby green beans, peppers, zucchini, squash, and tomatoes. I love them cooked very fast in a wok." **MRS. RICHARD FEIGEN,** NEW YORK.... "We have kitchen buffets in our country house with guests filing in and out of the kitchen and dining room, even in and out of our comfortable bathrooms, around the pool, or in the tennis house." **RICHARD HIMMEL,** CHICAGO. ..."In the country, my house is surrounded by a reserve of about 800 acres. There is a beautiful 2-hour walk through this reserve to a clearing on top of a hill where we have picnics looking at the view." **DIANE VON FURSTENBERG,** NEW YORK.... "At home—a friendly poker game, always with the same 5 or 6 friends. We get emotionally involved, but the losses are never too steep." **SOPHIA LOREN,** ROME...."Backgammon parties on the beach—I never go ANYWHERE without bringing a board." **BARON ARNAUD DE ROSNAY,** PARIS...."I cook for 40, seat them on the terrace. For help in passing food and pouring wines, I recruit my twelve-year-old daughter and 5 or 6 of her best friends. The girls wear long dresses; think helping me is terrific. The guests love it." **BROOKE HOPPER,** LOS ANGELES...."I've been talking 'sludge' so much I've been dubbed the sludge queen of Chicago. Sludge is the solid that remains after sewage treatment and it is excellent as a fertilizer. At dinner parties we eat carrots, corn, and beans grown in my own city townhouse garden and fertilized by Chicago's own sludge." **MRS. JAMES ALTER,** CHICAGO. ..."I'm using cotton saris that fold to any length for tablecloths, white magnolia blossoms that look like swans for centerpieces, and writing on green leaves with white ink for place cards." **MRS. JOHN SHERMAN COOPER,** WASHINGTON...."My great find this summer is a table that converts to a trolley. The table can be set up with plates and silverware in the kitchen and then wheeled onto the terrace, the garden, or wherever I like." **VINCENT FOURCADE,** NEW YORK.

"This summer I gave away all my glasses and invested in Tiffany's all-purpose glass. ... I use it for everything, even champagne. I have two dozen in the bar and another two dozen in the kitchen." Mrs. Thomas L. Kempner, New York.



Peter Duchin's daiquiris ... "I prefer dark Jamaican rum ... Appleton Estate: 4 parts rum, 2 parts lemon, 1 part honey; put the ingredients in a blender, fill it with ice; blend until the mixture has an ice-cream consisteney, and drink a lot of it."



"I bought an aloe plant for its protective juices. I clip a leaf and rub the liquid all over myself before and after sunning. It's better than any cream. Its healing faculties are incredible." Mrs. Marshall Field, Chicago.

diet fancies

"When I gain a few pounds I go on a liquid diet twice a week: a daily ration of 2 quarts of boiled water mixed with a protein powder. It cleans my system and, because of the protein, I don't seem to get tired." **RÉGINE,** PARIS...."To keep weight down I eat breakfast and lunch but no dinner, just lots of hors d'oeuvres. I try to play tennis every morning between 7:00 and 8:00." **SEN. LOWELL P. WEICKER,** CONNECTICUT...."I eat all kinds of food when I'm on vacation because when I'm singing I have to omit spicy food." **MIRELLA FRENI,** MOSCOW...."My friends say I am a disaster at the dinner table. It is possibly true. I eat boiled rice, boiled potatoes, and grilled steak." **GIORGIO STREHLER,** MILAN...."My best diet—believe it or not—is *pasta en mezzo* with a salad. Even when I'm at home and gain weight, I can go on to a half-portion of pasta with a green salad for lunch or dinner, and my weight will go down." **MRS. CARTER DE HAVEN III,** LOS ANGELES...."I fight desperately not to lose weight during a picture. I am now making *At Long Last Love,* so I eat a balanced diet and drink Budweiser beer." **CYBILL SHEPHERD,** LOS ANGELES...."I have only a cigar and coffee for lunch, never eat bread or butter, and try to walk up and down Massachusetts Avenue every day." **AMBASSADOR ARDESHIR ZAHEDI OF IRAN.**

health/ beauty

"I tan my legs, so I can go without hose, but I keep the rest of my body out of the sun." **MRS. GERALD R. FORD,** WASHINGTON...."I hope I can convince myself once and for all that beauty is not important, or still better, that I am very beautiful." **MARQUISE MIA DE RIENCOURT,** ROME...."My father gave me a magnificent parasol made by Porthault in pale, pale pink with tiny rosebuds. It shades my face, I get a wonderful glow from it, yet do not burn. I do not want to look like a prune in a few years." **LIZA MINNELLI,** LOS ANGELES...."I've given up smoking with the aid of a group called Smokenders. I was a compulsive, addictive smoker, but this summer I'm getting my whole system cleaned out, eating fresh vegetables, running along the beach every morning and every afternoon, and sunbathing." **MRS. GEORGE PLIMPTON,** NEW YORK...."I wear a hat always. I never go into the sun without putting Herbert's Eclipse on my face and the backs of my hands ... to avoid those unsightly freckles. I also have an oil hair treatment every week to keep my hair in better condition and I try not to use electric rollers." **MRS. HARCOURT AMORY, JR.,** NEW YORK...."I'm on a whole vitamin program which I worked out myself. I take vitamins E and B_6 and then after each meal I have a teaspoon of cider vinegar with kelp tablets. I needed to increase my energy and I really feel that I have." **GLORIA VANDERBILT COOPER,** NEW YORK....

"I have tried them all: the calories diet, the points diet, the jockey diet, my sister-in-law's diet, the astronauts' diet, the macrobiotic diet, the one of a famous American clinic whose name I do not recall now. And more: eat once a day; fast for one entire day, for one week; eat only potatoes for five days in succession; eat a mushroom every fifteen days; eat very little, but very often; eat standing still on one foot; eat by scrounging a meal; eat a lot but rarely (every two years); eat while singing—this is the diet I am doing now and I declare that I still do not know how good it is. I will keep you informed." Federico Fellini, Rome.



For country evenings, Mrs. Harcourt Amory, Jr.'s choice, a white cotton eyelet embroidery dress from Léron, Inc., N.Y.

fashion

"My great find this summer is a terry-cloth tennis dress, made by Smart Alex in Washington, that I wear sailing or over my bathing suit." **MRS. ROBERT F. KENNEDY,** WASHINGTON...."I bought some Mexican skirts and embroidered blouses, some Greek triangles with little coins dangling over my head, and some flat sandals made in Capri that lace up the leg." **BARONNE DAVID DE ROTHSCHILD,** PARIS...."Mick and I share wearing our new fetish jewel, a large amethyst brooch by Fabergé." **BIANCA JAGGER,** LONDON...."I like ankle-length, pale, washed-out dresses like my mother used to wear, straight hats, and flat sandals." **PALOMA PICASSO,** PARIS...."I've just got a man's Mongol coat in embroidered silk, lined in 18th-century silk with coral buttons, that I intend to live in like a tent." **BARONNE PHILIPPE DE ROTHSCHILD,** PARIS.

sensible, and witty
richer, fuller—and more fun

REPORTED BY

New York . . . Vogue's editors
Milan . . . . . Marina Rovera
Rome . . . . . Consuelo Crespi
Chicago . . . . Donna Rautbord
Washington . . . . . Sandra McElwaine
Geneva . . . . . Mary Russell
Paris . . . . . Susan Train
California . Eleanore Phillips
London . . . . . British Vogue

. . . "I'm wearing more skirts and I have a stable of parasols to keep me from freckling in the sun." **MRS. JOHN SHERMAN COOPER,** WASHINGTON. . . . "I'm wearing lots of eyelet, lace, and ruffled long dresses in pale colors, mainly écru, because I want to look romantic." **ISABEL DE ROSNAY,** PARIS. . . . "I wear bikinis practically all day, and for lunch by the pool I just tie a big, soft, see-through chiffon scarf around my hips like a sarong." **MRS. THOMAS L. KEMPNER,** NEW YORK. . . . "I'm wearing cotton dresses . . . and I have two marvelous linen skirts that I wear with T-shirts. I really feel I'm through with pants." **MRS. RICHARD FEIGEN,** NEW YORK. . . . "I love to wear clothes that wrinkle easily . . . old-fashioned linen suits. I'm wearing lots of white and off-white." **BILL BLASS,** NEW YORK.

things to do

"My whole family has taken up karate as a hobby. At one lesson I broke three boards. It's a great way to loosen up and a form of discipline and concentration." **GEORGE ALLEN, WASHINGTON.** "My grand project this summer is my Oscar Wilde Club. I am enrolling members and gathering objects, manuscripts, books, photos to do an Oscar Wilde Museum." **PRINCESS MARIA PIA DI SAVOIE,** PARIS. . . . "I'm collecting coins of the signers of the Declaration of Independence at the rate of one a month." **MRS. GERALD R. FORD,** WASHINGTON. . . . "When my mother [Mrs. Merriweather Post] died last fall, I found hundreds of old photographs in the attic; I'm sorting them and making scrapbooks for each of my 3 children." **DINA MERRILL,** NEW YORK.

read-ups

"I will read *The Godfather.* No surprise, I don't read best-sellers when people are talking about them too much. I wait until the hurricane is over, then read them with calm objectivity." **SOPHIA LOREN,** ROME. . . . "As we recently adopted a little Vietnamese baby girl, I'm reading a series of books on child psychology by an English doctor who specializes in adopted children." **MRS. YUL BRYNNER,** PARIS. . . . *"National Geographic* magazines. The writing is mundane but the photographs are marvelous. I use them for ideas for my work." **JOE EULA,** NEW YORK. . . . "I am going to read the newspapers, I think. The usual tall glass of poison to swallow in the morning on an empty stomach." **FEDERICO FELLINI,** ROME. . . . "I'm very much into Gertrude Stein, her life and the lives of her friends and contemporaries. She understood the presence of art in the society in which she lived." **ANGELO DONGHIA,** NEW YORK. . . . "I'm reading Kenneth Clark's *Romantic Rebellion,* and *Alexander the Great* by Robin L. Fox. I've read everything there is on Alexander." **MRS. WILLIAM M. BLAIR, JR.,** WASHINGTON.

For summer city evenings . . . lots of glamour from Halston. Mrs. William S. Paley's chiffon dress caught at the shoulder with a diamond brooch; Mrs. Gabriel Echavarria's jersey halter jumpsuit worn with sequin cardigan around the shoulders; Mrs. Aristotle Onassis' silk-jersey separates, cardigan tied around the waist.



JOE EULA



ELLEN GRAHAM

"I use castor oil around my eyes, as it doesn't burn. For taking off makeup, I use sesame oil—rubbing with a rough white Turkish towel to get the dead skin and cuticle off." Gloria Swanson, Los Angeles.



going places

"Ravello, Italy, to a villa that I rent. I'll do a good deal of farming on its beautiful, deteriorating land. Meat is vanishing in Italy. Fish is frozen or poisoned or both. I won't drink for my liver's sake. Middle age is a paralyzing passage, ending in shipwreck. The liver is the key to short-term survival." **GORE VIDAL,** ROME. . . . "Alaska, camping out with the flies, and perhaps campaigning for Hickel." **MRS. CHARLES H. PERCY,** ILLINOIS. . . . "Either Finland or Lapland because I don't expect to meet anyone from New York City there." **JOE EULA,** NEW YORK. . . . "Garavan near Menton, in the South of France, where I'm hiding out writing a new book. I'm fighting a desperate battle *not* to accept an invitation to join a caravan through Central Asia to the High Pamirs." **LESLEY BLANCH.** . . . "Salmon fishing in Iceland. We'll have to contend with the midnight sun so we are taking blankets to hang over the windows to get a proper night's rest." **MRS. MARSHALL FIELD,** CHICAGO. . . . "Marrakesh, moving into my new house. The house is all pink, in a Moroccan material like an imitation marble. The floors are deep pink terracotta; even the swimming pool is pink, in a porcelain tile that is sort of old rose; the garden is pink, too. The decoration will be very simple—Arab. Also lots of straw . . . rather colonial, in fact. I have bought a very amusing set of Arab Napoleon III furniture made in about 1880 for a Rothschild pavilion." **YVES SAINT LAURENT,** PARIS. . . . "Chicago, because we've got beaches everywhere, sailing, swimming, water skiing. It's like going to the end of Fifth Avenue and finding a bit of Cannes." **WALTER HOLMES,** CHICAGO.

BOOK LIST
The three most frequently reported books for summer time-off reading:

BURR by Gore Vidal

PAVILIONS OF THE HEART by Lesley Blanch

THE GULAG ARCHIPELAGO by Aleksandr Solzhenitsyn



MOVIES OF THE SUMMER
Most wanted-to-see film in America:
THAT'S ENTERTAINMENT!, MGM'S great escape into Hollywood's song-and-dance past. Above: Esther Williams.

Most wanted-to-see film in Europe:
AMARCORD, Federico Fellini's funny, touching, ravishing slices of his childhood.

must-haves

"My Scotch tape 'frownie.' I wear it for tennis and I tan right through it. I open my eyes wide so that the lines between the eyes disappear, and I just plunk on a strip of Scotch tape." **MRS. CARTER DE HAVEN III,** LOS ANGELES. . . . "A square cotton handkerchief to tie around my neck or on my head." **MRS. OSCAR DE LA RENTA,** NEW YORK. . . . "Fuchsias and ferns—in my garden, in decorations, and even on my dresses." **MRS. ROGER CORMAN,** LOS ANGELES. . . . "'All-purpose Greek seasoning'—a blend of 13 spices I've just discovered at Fraser-Morris. It is great for everything from scrambled eggs to vegetables and steak." **GLORIA VANDERBILT COOPER,** NEW YORK. . . . "Chinese silk pajamas. I get them in Chinatown in San Francisco at City of Shanghai. I have plain silk ones to sleep in, embroidered ones for lounging." **MRS. WILLIAM HUTCHINSON,** SAN FRANCISCO. . . . "A good haircut or a dry shampoo when traveling." **MRS. JOHN SHERMAN COOPER,** WASHINGTON. . . . "My small ankle and wrist weights that I use for my daily workout. (Continued on page 158)

What to wear with things that cling: the smoothest neutral— a seamless stretch bra from Olga.

Stretch and curve—clear, pretty plunge of sand-color bra. Sensuale by Bali.

Ultrapretty under-everything— Van Raalte's lacy brown teddy.

For the sleekest, lightest line, Olga's pantie stocking with a touch of control on top.

Light and feminine— the best way to have a little control. Sand stretch pantie, Sensuale by Bali.

The most beautiful crêpe de Chine blouse—thin, soft, black-on-black . . . a looping of black chiffon scarf. Saint Laurent Rive Gauche.

Everyone's sweater—the tiny-ribbed black cashmere; soft turtleneck held with a pin. Saint Laurent Rive Gauche.



HOW TO FIND YOUR OWN BEST LOOKS...

clip and flip

The perfect dirndl—all softness, no bulk. Black flannel, and a belt that turns day into night: black suède and "diamonds." Saint Laurent Rive Gauche.

The narrowest pants, the leanest line—Calvin Klein's black wool gabardines, sashed with black silk.

We started by collecting the best basic pieces—the best tops, best bottoms, best accessories and underthings. And then, instead of putting together a dozen different looks, we went for a couple of smashers. To see how it works, just clip along dotted line...and flip to see how skirts go with sweaters, pants go with blouses, and what goes best underneath.

All fashion and accessory details, on the next to last page. Hair, these six pages, by François of Suga; makeup, John Richardson.

To pull over a brown silk shirt, a brown thin knit sweater—Innervisions by Ship 'n Shore.

The Shetland sweater: the small one—Blassport's flecked beige crewneck.

Key pullover—the small grey Shetland crewneck, by Ricky Post for Crazy Horse. Great with Bordeaux touches—suède bag, knit gloves, striped silk scarf.

Velvet—news for day—Calvin Klein's straight narrow brown pants.

Cavalry twill!—the all-time pants fabric cut to perfection in camel. By Ralph Lauren.

Pleat-front grey flannels—the best! (For a later hour, another look... clip and flip.) Calvin Klein.

SCENE

Sexy-pretty black slip with a stretch lace top . . . to peek out under a black silk shirt. Vanity Fair.

Not to be missed under shirts and jackets—the lacy black camisole . . . leave a button unbuttoned and let it show! From George Hatab.

The littlest underthing—tiny, shiny black satin bikini from Van Raalte.

clip and flip

Fashion and accessory details, both pages, next to last page.

In a year of wonderful browns, *the* brown shirt: silk crêpe de Chine, from Saint Laurent Rive Gauche.

The shirt that's soft as a blouse—Youth Guild's gleamy, bronzy loden satin—a smash with camel!

How to take grey flannel to dinner: ivory satin shirt; golden-and-gunmetal beads; beaded bag. Maggie Browning for Gregory shirt.

Button-front, brown velveteen—Liz Claiborne's all-day/easy-evening skirt for Youth Guild.

The skirt to own: the skirt that moves! Pleated camel corduroy, stitched to the hip. Cacharel, Division of Mallory.

Halston's wonderful slim-hipped grey flannel dirndl, buckled in ivory

The nothing-sexier bare black bra—sheer lace, beige chiffon. Formfit Rogers.

Irresistible!—a frilly black pantie (no leg elastic, no bind line). Formfit Rogers.

The glamour underneath!—one-step underdressing in stretch black lace (with a little extra control on the tummy). By Young Smoothie.

CINEMA

clip and flip

Fashion and accessory details, both pages, next to last page.



Dressing in pieces

Easy and pretty at night

On these six pages, the look for little-evening evenings—dinner at home, at a friend's, out at a restaurant and movie—the pieces you like best, the most appealing new ways. Here, soft, light, on-the-body sweaters and easy matching skirts—marvelous way to be at night. . . .

Wrapped on the body, *left*—the new Sonia Rykiel sweater—a longer surplice cardigan in cream wool and angora with pale grey, over a pleated cream jersey skirt—kitten-soft, pure Rykiel! Cardigan, about $145; skirt, about $145. At Henri Bendel; Eleganza; Ultimo; Marie Leavell; Country Club Fashions. Hair, François of Suga Salon.

The thinnest hug of black pullover, *above left*—scooped at the neck and clinging. Tucked in a pleated button-front skirt of black angora jersey—terrific new way to be in a little black dress. Dorothée Bis. Sweater, about $70; skirt, about $85. Henri Bendel; Country Club Fashions. Hair, Suga of Suga Salon.

The sweater-set suit at night, *right*—pointelle pullover and cardigan in airy écru knit, crocheted skirt gathered at the waist and tied. Emmanuelle Khanh, of wool. Cardigan, about $75; pullover and skirt, about $150. Bloomingdale's; Hair, Suga of Suga Salon. Accessories, next to last page.



FRANCESCO SCAVULLO

Pieces of black, *above*—silky shirt in a black-on-black jacquard, black jersey pants. Pretty with touches of glitter—the muffler, sandals, a strip of gold belt around the waist. By Rodrigues. About $145. Shirt, of Qiana nylon (Onondaga fabric); pants, of acrylic and wool (Verron fabric). At Lord & Taylor; Jacobson's; L. S. Ayres; Dayton's; I. Magnin. Hair, by François of Suga Salon.

The most delicious new turn on a sweater and skirt, *left*—Karl Lagerfeld's little black cashmere pullover with ruffles of écru silk crêpe de Chine and gathered skirt in black-and-écru crêpe de Chine—the charmer! Karl Lagerfeld for Chloë. About $535. Saks Fifth Avenue; Nan Duskin; Neusteters; Holt Renfrew of Canada. Hair, Suga of Suga Salon.

Dressing in pieces

Easy and pretty—the look of black at night

Everybody's look at night, *left*—sheer, flowered black georgette shirt and black crêpe pleated trousers, chiffon-and-lace at the throat—simple and perfect. By Sequel I. Shirt, of rayon (Imprints fabric), about $35. Pants, of acetate and rayon (Bloomsburg Fabrics), about $68. End of August, at Lord & Taylor; Higbee's; Harzfeld's; Neusteters. Hair, François of Suga Salon. Accessories, next to last page.

FRANCESCO SCAVULLO



Dressing in pieces

Easy and pretty— pants dressing at night

New kind of soft, *left*—a new kind of knit that's super-easy to wear *and* to care for (washer-dryer easy!).... First look, in palest beige: the longer, cowl-necked pullover, pull-on pants...both, of Quathra. By Robert-David Morton for Quazoom. About $85. At Saks Fifth Avenue; Nan Duskin; Lillie Rubin-South and West; Stanley Korshak.

Cozy way to be at home, *above left*—oversized pullover and pull-on pants in moss-green lamb's wool—you can be dressed in half a minute, look great all night. Bonnie Cashin design for The Knittery. About $165. At Bonwit Teller; Halle's; Neiman-Marcus; I. Magnin.

Stripes for a change, *right*—small, blouse-y pullover—like a French sailor's shirt—in blue-camel-black-and-gold over black knit pants. By Evelyn de Jonge, of Nandel acrylic (A.S.K. fabric). About $58. At Miss Bergdorf of Bergdorf Goodman; Kaufmann's; Jacobson's; May D&F; J. W. Robinson. Both pages, Elura wig designed by Fashion Tress, styled by Suga of Suga Salon. Accessories, next to last page.

FRANCESCO SCAVULLO

Today's bath

or shower:

best place

to unwind,

to exercise

underwater,

to treat

your skin

to a hundred

health-giving

ingredients

at once,

to meditate

or make plans

in your

own private

retreat

BEAUTY NOW



How water can work wonders for you

Not since Roman times—when cleanliness was only an incidental part of bathing—has the bath played such a vital role in everyday life, banishing blues, building resilience, offering a place to recoup. Follow this A to Z guide and get maximum benefit from this latest "in" place.

BY SHIRLEY LORD

A

algae
Sea bathing soothes nerves, detoxifies and stimulates skin's surface—mainly due to natural algae content (seaweed), packed with trace minerals. Use algae in the tub (in soap form or Bain Moussant, an algae-based bath oil) and soak to get similar results.

after sun
Fastest way to relieve a burnt-up feeling: take a tepid bath laced with rosemary oil and wheat germ (both found in Wolo Rosmarin) or ordinary baking soda . . . you can actually feel heat escaping from your body. To further the cool down, spray yourself with club soda before you step out to something special—like Givenchy's Après Le Bain, meant to make a splash.

A.M. tip
Make up before getting into—and out of—your first bath of the day. Moisture rising helps keep makeup looking fresh, lasting longer.

axiom
Women with dry skin should put scent on when still wet in the bath—it lasts longer that way. Axiomatic—Azurée and Aliage, two straight A's.

Alaska
Big bath country with eighteen hours of daylight to swim in during summer . . . at the Bell Island Spa, for instance, with moose and bear on the doorstep and gallons of thermal water at a constant 84 degrees in the open-air pools.

Aqua Massage
Turn bath into shower with this equipment that attaches easily to taps to send water pulsating through hand-held nozzle to make a shower.

B

bathroom design
The average size bathroom in the U.S. measures five feet by seven feet, but it's slowly getting bigger—space lopped off the bedroom—as women use it more and more as a *room.*

bath book
Dedicated unerringly to a plumber, *The Bath Book* (Troubador Press) is the latest and one of the most amusing studies of the bath, past and present, packed with watery and non-watery facts. Queen Isabella I of Castile boasted she'd had only two baths in her lifetime: one at birth, the other at marriage.

breeze of a bath
Working under pressure for shower or bath is Bonne Bell's new Shower Fun, a liquid cleanser in six fruit scents that bubbles up whichever way you take to the water.

bubble bath
A glass of Dom Perignon and a long soak in a bubble bath (Fabergé's Organdi Bubble Bath will do very well) are sure relaxers, revivers. Soaping reduces bubbles, so enjoy them first before sudsing.

bath oil
Perfume dissolved in a low-viscosity mineral or synthetic oil stays on the skin in a slight oil film, lingers on pores when toweled in—especially good for dry or weatherbeaten skins.

bath crystals,
like bath salts, burst their prisms in hot water to become water softeners. As they take awhile to dissolve, should be added while water is still running . . . soap lathers more lavishly in softened water.

body mask
Spoil yourself occasionally—smooth Anita of Denmark's Glacial Facial Maske, formulated on a base of kaolin, over flabby parts of your body; then step into a steam bath, cabinet, or your own bathroom still steamy from your last shower. Shower again after only ten minutes—skin will look, feel firmer.

C

Casanova
believed that bathtubs should be built for two.

ceilings
Don't neglect your bathroom ceiling—it may be the place for a little trompe l'oeil to help you relax as you lie in the tub gazing upward.

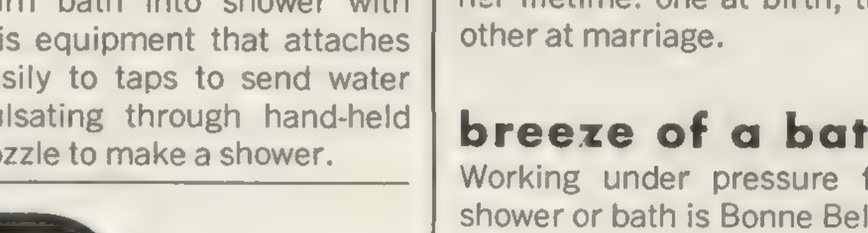
CUCUMBER

Caswell-Massey, the celebrated New York apothecary, claims they were first to appreciate the inner assets of the cucumber . . . now make a variety of cucumber-based bath products including an unusual nonoily bath oil, a soap (formulated also with elder flowers), and an extra, extra mild shampoo. A do-it-yourself cucumber bath couldn't be easier. Scatter slices on the water, place two on your eyelids, and pretend you're a salad . . . it's a very cool thought.

D

drink more water
We really should for digestion's sake, say nutritionists . . . at least eight full glasses a day. To help the habit, keep a bottle of Poland or Evian in the corner of the bathtub for slow sips at leisure. Drink a glass before bathing—this aids perspiration. (Continued)

BUFF AND BRUSH



Many women use the bathroom as a place for their own workout, such as Cristina Ford who doesn't believe in a long soak, but stays in fragrant hot water for only a few moments to perspire, then jumps out to give herself a vigorous rubdown. A friction glove or belt (the one here of woven hemp and horsehair) is good for stirring up circulation.

HELMUT NEWTON



LEONARD KOREN

Cecil B. De Mille wins the prize for introducing lavish bathroom scenes into motion pictures, but he may have got the idea from the bathrooms all around him in the Hollywood of that era. *Above*, a typically ornate one in the house of silent star Harold Lloyd.



The Japanese, as you may have gathered, have been in love with the bath and all its accouterments for some years. *Above*, a package for a complexion soap reproduced from *Packaging in Japan 1868-1956.*



Even in the turbulent times of the last century, the bathroom was a refuge . . . for emperors and their consorts, too—*here*, just one corner of Empress Carlota's impressive bathroom in Mexico City as it appeared over one hundred years ago.



THE BETTMANN ARCHIVE

One of L. Eeckelaers' favorite toilet soaps reprinted from an old advertisement. Eeckelaers, the celebrated Belgian chemist of the late nineteenth century, named this one Rosee Printaniere.

The busiest, most relied upon women we know use the bath for their rare moments of

do-it-yourself bathing routines

Buff unpolished nails in the bath once a week with an old-fashioned chamois buffer . . . or carry out your entire manicure there, putting equipment on a bath tray for easy access. Brush shoulders and back day and night with a Turkish-type bath brush, stiff natural-fiber bristles, anchored in a heavy wooden head with canvas hand strap.

deodorant

The Mitchum method of perspiration control works in an unusual way: the whole point is to put their new antiperspirant on the night *before* you go to bed, giving two special ingredients at least seven or eight hours to pre-condition skin to cope with whatever conditions arrive next day. In the A.M., a good bath or shower doesn't affect its working ability—rather helps the whole idea along to keep this problem in check throughout the whole day.

E

exercise skin

Moving in the water "exercises" your skin as well as your muscles—stimulating the function of millions of nerve endings, responsible for transferring a feeling of well-being to the whole body.

eye pads

Put on the Mozart, slide into the foam, and wear eye pads, preferably treated ones like the Regime Fresh-Ups by Germaine Monteil that have to be dipped in water to release the action of the refreshing ingredients—camphor, glycerin, boric acid—all reducing tension and soothing away strain in the eye area.

elephant ears

Uncannily shaped by nature like pachyderms' ears, these sponges from the sea are ideal for applying makeup or removing it, so gentle they're sometimes used to wash newly-born babies.

F

feet

Mistreated feet benefit from a footbath after wearing tight shoes for too long. Soaking and scrubbing relax feet, so they return to natural form, making those tight shoes seem tighter, hopefully too tight to wear again.



FLOATING

Dr. John Lilly's Sensory Deprivation Chamber *(above)* is—maybe—the bathtub of the future. The body floats in buoyant salt water in total darkness and silence at 93°, doing wonders apparently for one's physiological and psychological well-being.

Finns

They invented the sauna bath, now found in places as diverse as Las Vegas and Abu Dhabi. Dry heat is its forte (humidity rarely exceeds 10 percent), created by red-hot igneous stones, heated on a wood-burning stove, that throw out a spine-tickling temperature of between 140° to 240° Fahrenheit. When water is thrown on the stones, an invisible but roasting steam is produced, quickly absorbed into the always wooden walls of the sauna to maintain the dry atmosphere. The higher you sit (on wooden benches), the hotter you get to rid the system of toxins through excessive perspiration. If you live in Finland, it's normal to be beaten with sweet-smelling birch whisks to skim off dead skin cells and still further invigorate circulation . . . the Finnish finale is a quick dip in an ice-cold lake, then at least thirty minutes siesta.

G

gels

For no-soap people, these are the most contemporary soapless, liquid cleansers, superabundant producers of lather. Gels make good shampoos, work efficiently in hard or soft water. Vitabath Pink Gelee deodorizes, too, and is economical, one capful alone delivering more than a pink thought.

H

hard water

Hard-water users need help and patience—help in the form of a water softener, patience in that they need to rinse and rinse again to remove any thin film liable to be left on skin and hair after washing. Hard-water sufferers live in Montana, Kentucky, Tennessee, and Idaho, where 10.5 grains is an average per gallon.

hot weather

Take a warm bath when it's really hot, not so contradictory as it sounds. Warm water causes blood vessels to dilate so internal heat reaches skin surface to leave the body. A thirty-minute soak in warm water helps you stay cool for at least six or seven hours, whereas a cold shower cools only temporarily, and actually keeps heat in.

I

insomniacs

A bath at bedtime is good for grown-up children, too—especially for those who can't sleep. Turn the bed down first—crisp clean linen helps—then run a bath of about 98° to 105°, threaded through with Helene Curtis' Tender Touch Bath Oil Beads. Try candlelight, your favorite music, hot buttered rum if you can handle it, and soap yourself slowly and deliberately, relaxing in the foam for five minutes. Rinse in warm water, wrap yourself up in a huge Turkish towel, blot, powder, then rush between the sheets. Lights out at once—no *Late, Late Show.*

ideal degrees

Between 90° and 100° Fahrenheit is right; and a bathometer is a good idea to ensure it's not cold (contracts blood vessels, pores); hot (taxes heart, dilates capillaries, leads to varicose veins).

Ischia

Not only a beautiful island in the Bay of Naples but the home of a thousand springs of health-helping radioactive thermal waters. Here, under luxury conditions, a variety of water treatments are given, mud baths and sand baths—carried out with sand that has been kept in contact with the radioactive mineral water for a considerable time—plus exercise programs for the individual, many to be carried out in the water.

J

Japan

has sand baths, too, of a different sort, on the island of Kyushu where the sands are heated by underground mineral springs. At low tide, visitors are buried up to the neck in the hot stuff, dug up when the tide turns, in time for a clean-off dip in the ocean.



JADED?

The Nirvana Whirlpool Massager is the answer to jangled nerves and jaded muscles. Nonelectric with a patented principle called "momentum transfer," the unit can be hand-held for intense localized massage that in turn soothes arthritis pains, strained or sore muscles, plus restoring equilibrium.

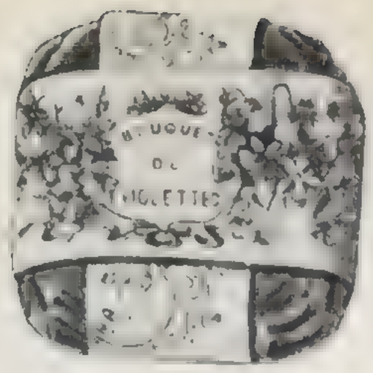


"Bathing during the Middle Ages"—this from a copper engraving by the *Master of the House Book*, late fifteenth century shows a typical bathing house in a medieval city where couples came once a month, staying in the tub for many hours, food and drinks being supplied by the bathhouse owner as all part of the service.



THE BETTMANN ARCHIVE

This Art Deco mansion tub illustrates the height of tile design work when surface ornaments proliferated and you could have any color you liked. The Art Deco period was at its zenith of virtuosity around 1925.



Another example of Mr. Eeckelaers' art—for he did consider his soaps to be works of art—this one called Bouquet de Violettes, quaintly advertised here in 1898 as "sold at prices to compete with American productions."



Designer Jeffrey Lindsay, tired of prosaic bathrooms, took an ordinary tub, used Formica to embellish it with a roll-form frame, then his wife with green fingers added those plants particularly addicted to steam, plus the rug, a family heirloom—all to make the bathroom look more like home.



Al Garvey, artist and designer, built a tub just for soaking and soliloquizing on a platform near his Marin County house. The shower in the shelter at rear is where serious washing is carried out before entering the tub.

relaxation, contemplation, and, often, formulation of their most successful plans.

Japanese

Their attitude to the bath—dirty if it's used to wash in—is accepted by writer and historian Lady Antonia Fraser. She spends twenty minutes relaxing in a tub of clean fragrant water *after* washing herself thoroughly via the shower. We bathe to get clean—the Japanese get clean so they can bathe.

juvenilia

You've come a long way, baby oil . . . whatever will you think of next? Johnson & Johnson's Baby Oil is such a versatile product, there seems to be no end to its beauty uses. After the bath, a few drops mixed with your favorite perfume makes an excellent lotion, extending the life expectancy of your scent plus softening skin. Mix it with lemon juice and it whitens and softens any rough-looking patches.

K

Knossos

Bathographers reveal the earliest recorded bathroom was built for King Minos at Knossos in Minoan Crete around 1700 B.C.

Kansas

Very hard water here in the Northwest corner . . . help available from the new Anne Klein bath products, softening water, softening skin.

L

loofah

Grow your own if you have the time and the right amount of sunshine. The dried seed pod of a tropical gourd, the loofah's abrasive surface swells and softens when wet, feels deceptively kind underwater, in fact whips up circulation, zips off dead cells to leave skin with fiery glow. As a natural loofah can be fifteen inches long, it's great for cleaning those hard-to-reach often-neglected spots on shoulders and back.

lavender

English lavender from the fields of Kent, Sussex, and Surrey deserves its sweet reputation . . . in sachets, lacy pillows, and now soap and bath cubes from the English firm of Potter & Moore, in the lavender business since 1749. Next out of their garden workshops—a line of bath products definitely labeled English Rose Garden.

Louis XIV

boasted that he never took a bath.

lymph drainage

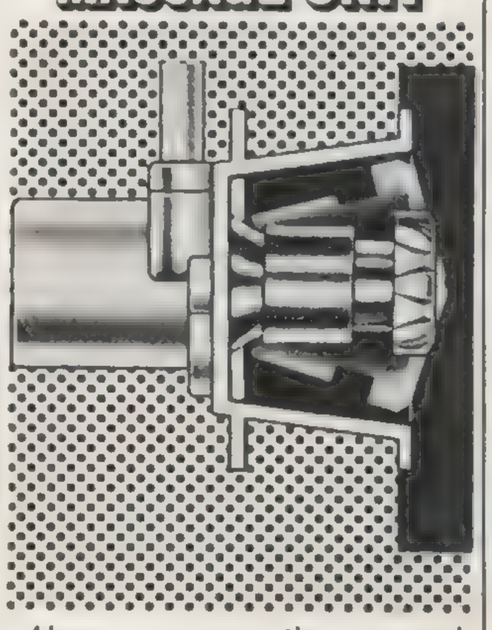
Practiced all over Germany and introduced by Gertrude Gruber, one of the biggest names in beauty care there, lymph drainage relates to a massage of the lymph glands, the ultimate aim being to rid the body of cellulite. The massage is extraordinarily light, yet on completion the skin is left tingling, bright red in color and one feels exhilarated.

M

marine, mineral, milk

Today you can turn your bath into anything you fancy from the color and scent of the Caribbean (with Germaine Monteil's Super-Moist Emollient Body Cleanser . . . contains vitamins A and D, apricot extracts for openers) to an oriental garden (with Jovan's new Oriental Flowers Bath Collection), or an orchard (with Shiseido's new Bubble Body Cleansing, scented with freshly picked fruits). If you want a Cleopatra-style milk bath—so especially emollient for the skin—Chanel's Milk Bath, No. 5 or No. 19, provides the answer.

MASSAGE UNIT



Above, you see the recessed Whirlpool inlet from Jacuzzi, distinguished name in the water business. Water massages you forcefully because of the rate at which the aerated water flows from the inlet. This version is for swimming pools or Roman Baths for tycoons.

mineral springs

Visiting Hot Springs, Virginia, a hundred years ago, a girl was not so interested in taking the waters as catching a husband. A Billing, Wooing, and Cooing Society was set up there in the 1830's to lay down ground rules.

N

New York

Can you believe it, New Yorkers enjoy the best water in the country, along with Maine, Washington, and Oregon—as soft as you can get with 1 to 3.5 grains per gallon.

Napoleon

liked his bath hot and well laced with Roger & Gallet Cologne (then known as Farina's) "pouring it generously into his washing water with the aid of a sponge, emptying the rest over neck and shoulders." Wellington liked a cold bath, unlaced, unscented, unremarkable.

nozzle

Use a flow-reducing nozzle on your showerhead and 3½ to 6½ gallons of water per minute can be cut from the normal shower . . . found in good hardware stores.

O

Oceanus

This is the great stream encircling the earth, believed to be the source of all rivers, lakes, *water*.

oysters

Generous little things, today they give their lives for the sake of beauty, get turned into a skin-treatment cream in Paris, blended with mineral salts and seaweed . . . all to attack bacteria, breakouts, and blemishes.

OOPS!



The bathtub security rail by Frohock Stewart *(right)* has been designed to avoid accidents for the physically handicapped and aged when getting in or out of the tub.

P

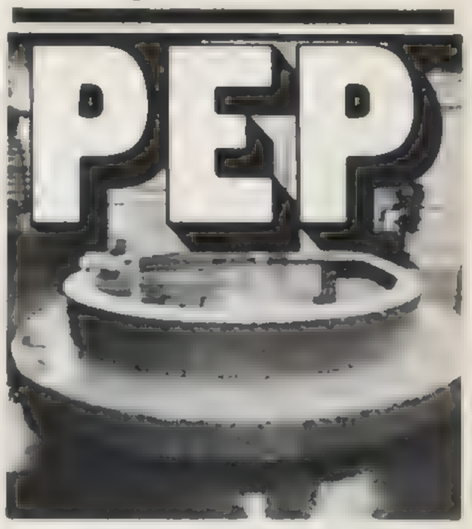
Palm Springs

Apart from the climate, the golf, the tennis, and the people who live there, Palm Springs should be famous for its spa, almost overlooked now there's so much going on. At the spa a eucalyptus steam bath, mineral bath, and perfectionist's massage are the ways most natives cope with yet another party.

penetrating

This is what a hair treatment should be to work. L'Oréal's Oleocap *is* penetrating when worked into just-shampooed hair and scalp. Best place to do this is the bathtub, for after five minutes all traces of Oleocap should be thoroughly rinsed out and the hair shampooed again.

PEP



is promised at the new Kabuki Hot Springs, a health spot recently opened in San Francisco, based very much on a Japanese-style bathhouse—hence the name.



Silver gilt is better than glass for accessories at the edge of a bathtub and this is what they used in the eighteenth century—from The Metropolitan Museum of Art, gift of Irwin Untermyer, 1968.



Communal bathing started in Europe—spread to the Orient where the idea still exists . . . without soap. Bathers get washed first, soak and chat in clean water afterwards. Woodcut *(above)* from The Bettmann Archive shows an ancient Japanese bathhouse.



Movies of the 'thirties and 'forties made luxurious baths seem a desirable part of life—particularly when Maria Montez was in the tub—here seen having a cozy chat with Douglas Fairbanks, Jr.



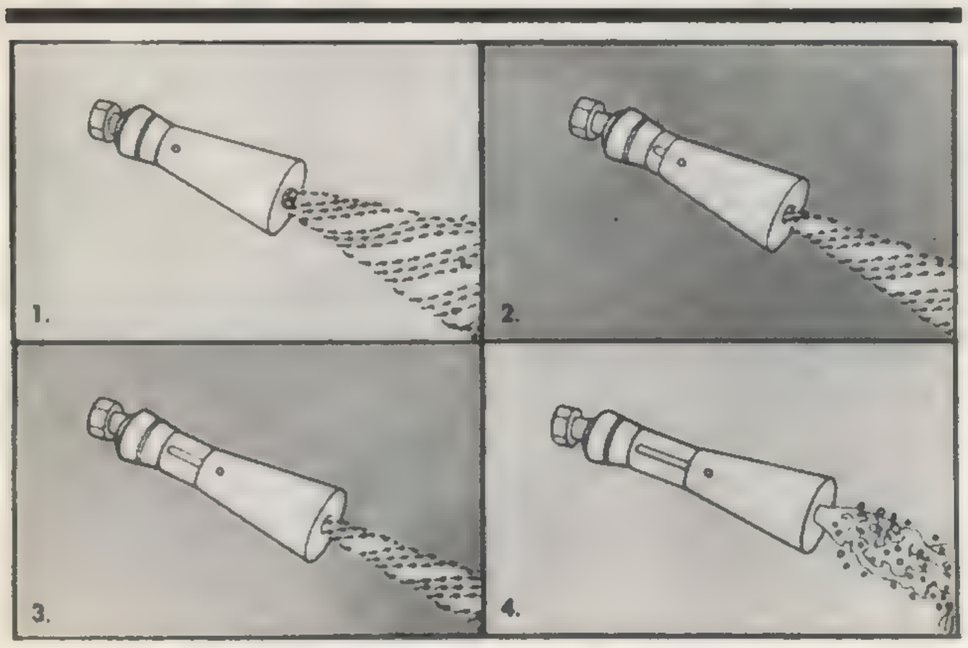
Naturally, after working on a set with a luxurious bathroom, actresses wanted something similar to come home to—here actress Norma Talmadge's own, in Hollywood, 1920.



Le Sans Rival—no modesty and no claim too extravagant in 1890 when Belgian chemist Eeckelaers exported this—his prize soap—to the U.S.

THE BETTMANN ARCHIVE

How to feel better all over: run a warm tub full of honeysuckle oil or lily-of-the-valley



quadri-shower

The latest shower by Rain Jet delivers water four ways, but always in an oscillating orbit, discharging a flood to a trickle of swirling activated water depending on the position of the nozzle—the last of the four delivers water in soft foamy bubbles. Big or little stream, the water gives the sort of massage you can usually only get in a whirlpool bath.

Q

Quiberon

The Hotel Dietetique in Quiberon, Brittany, has a purpose, as the name suggests—diet for the sake of health. Each guest gets a customized menu and a program devised by top nutritionists. Louison Bobot, Tour de France bicycle champ, started this total regeneration complex in Quiberon ten years ago, based it beside the Atlantic because of his belief in the powers of seawater and seaweed baths, part of everybody's treatment.

R

relaxation

After a heavy day studying your balance of payments, relax this way. Start with a light snack—the digestive process will draw the blood to the internal organs, away from your overworked brain. Do everything slowly. Climb into a lukewarm bath, fragrant with something like Jergens Bubbling Bath Beads. The mild temperature acts like a tranquilizer on frazzled nerves. Cover hands—such an overworked part of the body—with Houbigant's Chantilly Hand Lotion; let them soak, too. Dry, slip into something beautiful.

renaissance

In the early eighteenth century, bathing enjoyed a renewal of popularity in Europe, when the chic thing was to have one's portrait painted in the bath—his and hers.

Rudi

New name on the beauty scene, Rudi Gernreich, who now introduces his own fragrance a new way: in bath, body-oil, and massage-cream forms, as well as the fragrance itself, packaged in cylindrical scientific beakers, measured in milliliters. Usually a bath line comes some time after a perfume is launched. Rudi believes the bathroom is where perfume application should start. . . .

rainwater

If it's totally unpolluted and falls in open country, rainwater makes a perfect natural rinse for oily hair.

rejuvenate

The bath may just be the place where rejuvenation will finally happen—to help get there, Charles of the Ritz now uses their precious Revenescence (one of the first and most important moisturizers) in a Soft-Body Bath Concentrate, soothing and extremely emollient on the skin.

S

shake a soap

Jovan, constant bright innovators, have just produced a Shake Soap in powder form, which shakes on the skin to lather once wet, providing a lasting fragrance of Lily of the Valley, Lilac, or Oriental Flowers. Take your pick.

sea salt

Sea salt from the health store makes a bath buoyant, helping exercise along, supporting body weight while movements are carried out. Placed in a pack on the skin, it can attract moisture down from the atmosphere and up from skin's lower layers. Sea Breeze isn't ozone-packed but is mildly antiseptic, tidying up skin problems from breakouts to heat rashes to cleaning away every vestige of makeup. Apply it in the bath to get maximum benefit wrought by steam-opening pores.

steam

Steam heat is wet heat of about 140°. . . sauna heat is dry at up to 230°—curiously possible to bear because of the low humidity (rarely over 10 percent). Steam heat is most thorough pore cleanser, opening pores wide, benefiting skin tone, circulation.

Spain

Sherry from Jerez; lace from Seville; and Myrurgia, the distinguished perfume, from Barcelona. Maja Perfume Soap is part of the collection—more like perfume than soap at first scent, for it is full of rare perfume oils. Another lasting way to wear Maja is with the Perfumed Bath Oil, one drop in the water means the scent stays with you for hours.

STAY PUT



The Nya Nackros bath and massage brush *(above)* can't slip away in soapy water due to the adjustable hand strap. A flexible contour-hugging shape, it has soft polyamide fiber teeth that work well for dry massage, too.

soap

is still the best cleanser because it makes water work so well. Some skins—thin, dry, sensitive—should avoid it on their faces; over twenty-fives should not use it all the time, but otherwise soap can be helpful in myriad directions . . . the transparents, made with nonfatty glycerine, soften, smooth oily skin; the superfatted, made with cold cream, cocoa butter, coconut oil, lanolin, or cholesterol lubricate the dry. Castile soap, originally made with olive oil, is very mild, now usually made from a variety of vegetable oils. Doak's Formula 405 Soap is a particularly mild one we know. The soapless kind, made with detergents lather easily. Medicated soaps with antibacterial agents deodorize and help heal breakouts. Look for Ben Rickert's name on the soap box—a return to luxuriant soaps, each one flower-scented—from a Belgian rose (really smells like a rose) to jasmine and gardenia.

shampoo

The most effective way to shampoo is in the shower, rinsing hair *first* to loosen soil and pollutants, washing only once with one like Wella's Balsam Conditioning Shampoo, formulated with alkaline compounds to cleanse; acid factors to keep hair's pH on an even keel—between 4.0 and 6.0. Rinse again and again.

soap on a rope

Put there first by a man to help break the disappearing-soap act in the shower, it's now appreciated by women who only take baths. They find it useful for slipping on a wrist—so there's no groping, never too soapy an environment. Latest rope soap—Jean Naté's king-size bar.

T

tule-root mud

Tules are reeds or rushes, and the mud surrounding them at Murrieta Hot Springs spa in California is heated by underground springs, said to draw out poisons and impurities, which is the reason people love to get wrapped up in it—what else could it be?



The Bath—place to relax, to entertain, according to designer Ed Stiles, who built this tub in a eucalyptus grove on a platform *outside* his California home—for easy access.



No respectable eighteenth-century bathroom was complete without a silver sponge box like this one from The Metropolitan Museum of Art, gift of Irwin Untermyer, 1968.



She doesn't live in a shoe, she just bathes there . . . an engraving from The Bettmann Archive reads "a nice place in hot weather."

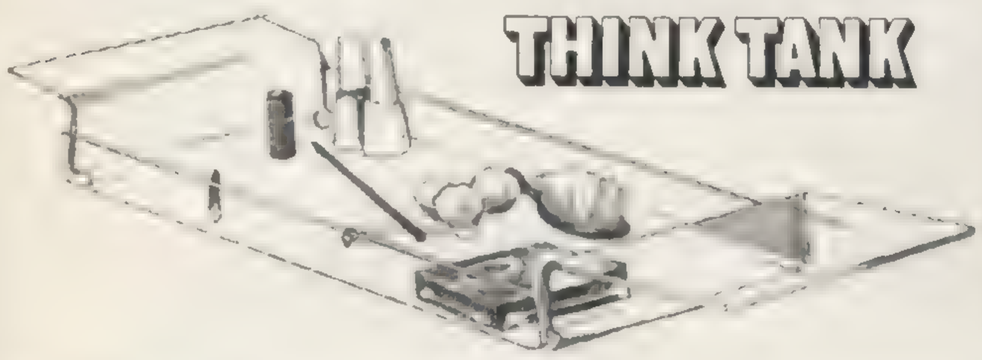


Kanagawaken Glycerine Soap may not be the easiest soap to pronounce, but it's easily one of the earliest (1876) designs shown in *Packaging in Japan 1868-1956.*



A bath scene in a picture was certain box-office success—so Paulette Goddard received the definite dousing of her life from Gary Cooper (who played "the cad") in *Unconquered.* A Culver Picture.

essence. Soak in it slowly, letting every pore enjoy the wonderful world of water.



Many women use the bathtub for work sessions, the thinking kind. Idea for Pauline Trigère's own Bath Collection (Bath Oil, Body Powder, Bath Soap) started germinating in her own bath (once upon a time laced only with Shalimar). Mulled over and tested many times, the products finally hit the market with great success. To help think-tank sessions or to practice a new makeup in peace, the Lucite Bathtub Tray here by Two's Company Acrylic works splendidly.

T.E.A.

Not China or Indian, but something refreshing as far as baths and cleansing are concerned. The initials stand for tri-eth-anolamine, which is the ingredient used in Neutrogena Soap that makes it so mild, so quickly dissolved, leaving no residue on the skin after washing, although it carries out a de-germing job.



If you love the idea of long chats while soaking in the tub, the best way would be with a speaker phone—those with speaker and receiver built into two units. You merely press a button to listen and reply—no need for hands. The New York Telephone Company's policy, if a phone is wanted in the bathroom, is that it must be placed so it can't be used from tub or shower. If you want more than a voice, TV-phones so far are only available in Chicago, Pittsburgh, and Washington, D.C., requiring six lines as opposed to the usual two.

thalassotherapy

The word comes from the Greek, *thalasso* meaning the sea, *therapia* meaning cure . . . joined together, it means seawater treatments aimed to fight arthritis, neuralgia, nervous tension, gynecological infections, or just plain weariness. At Quiberon and Trouville in France and in Nassau in the Bahamas are the spas specifically working with seawater, warmed to body temperature, used in underwater massage and gymnastics, oxygen and carbonic-acid therapies, sea and mud baths, and water inhalations in an "aerosol" room—seawater is sprayed at you from all sides.

U

ultimate

When the bath fittings and products are good, the carpet soft to the bare foot touch, the music gently monitored, and the plants healthy, only one thing is left to achieve the ultimate in bathroom design and comfort—the lighting, which, if too harsh, can still ruin the lure of even a bath full of Irma Shorell's Bath Formula Gelée. The important principles to remember are: direction, distribution, diffusion. General Electric suggests an even fluorescent ceiling light, brighter light around the mirror to help grooming.

V

vitality

How we feel has a lot to do with what we smell, whether we realize it or not. For years Europeans have been jumping into bathtubs, exuding the clean, invigorating scent of pinewoods, the celebrated Badedas. Here, so the consumer can have no doubt what it's all about, the name has been changed to Vitabath, which gives a good indication of the type of bath it is. Not fluffy, sensual, or languid but healthy, above all. In case you can't get too much of a good thing, the product also comes in a sponge glove. . . . As you rub yourself down, foam pours out, you glow as if you'd just run through a forest in light rain. An extra plus, Vitabath does a cleansing, moisturizing job with one sweep. No soap needed.

vapor

Asset easily attained in the bath is vapor, helping many skin products work more efficiently, opening pores to make skin more vulnerable, get-able—example: Imperial Formula's Penetrating Moisture Pack for the Face is a mask-type product that works better when worn in the bath than out of it.

vinegar

Use it to maintain the vital acid mantle of hair and skin, best protection against elements and eventualities . . . not straight vinegar out of the bottle but the aged, natural kind mixed with oils and balsams to become Cosmetic Toilet Vinegar. Add a few drops to a basin of water and splash your face after a thorough cleanse.

W

water softener

Anyone who lives in a hard-water area has to work harder than softwater dwellers to cleanse both skin and hair well. Rinsing has to be a marathon job. To invest in a water softener—a small size for just one basin—is a good idea.

witch hazel

Nature's own mild herbal astringent, found and used by the American Indians to soothe weather-beaten skin, is now absorbed in a facial milk to increase the soothe.

X

XVI-XVIII

From the sixteenth to the eighteenth century, bathing was frowned on by the Church as promiscuous. In the early nineteenth century Napoleon started the bath rolling again by giving Joséphine a tub.

XL

Extra-large baths for those who like extra-deep bathing are made by Kohler: they're called Steeping Baths.

Y

yoga

The bath is a great place for practitioners of yoga exercises, those formulated in the East hundreds of years ago to free the mind of earthly tensions. If you don't want to go the yoga route, soliloquize in the bath instead, surrounded by one of life's great elements.

your plants

Be kind to them, let them live near water, in the bathroom, nourished by the moisture and steam, adding to your bathing pleasure, too.

Z

zone therapy

Your feet tell a lot about your life, according to zone-therapist Yolanda Brown, who treats the nerve endings of feet with massage, manipulation, and foot baths, all to help alleviate aches and pains in other parts of the body.

Zen

Most Japanese art and culture is influenced by the ancient religion Zen—the Noh drama, the tea ceremony, much of the bold, unfaltering calligraphy. Shiseido, second largest cosmetic company in the world, has its HQ in Tokyo, where the idea of a Zen fragrance was born, followed later by a line of products for in and out of the bath. Now here, Zen is an unusual fragrance, cool, quiet, yet with forceful clarity . . . particularly good to soak in and think in.

HOW TO GET THE BEST

MEDICAL ADVICE

FOR LIFE

BY ELLEN SWITZER

You're in charge of your good health. Here, what you should know...and ask

"It's what *you* do, hour after hour, day by day, that largely determines the state of your health, whether you get sick, what you get sick with, and, perhaps, when you die." That statement was not made by a faith healer or any other health-cultist guru but by Dr. Lester Breslow, Dean of the School of Public Health at the University of California at Los Angeles.

Dr. Breslow sums up the belief that a great many physicians are expressing, unfortunately too rarely in sessions with their patients. Dr. Gordon V.K. Reid, assistant medical director of the Community Health Care Center Plan in New Haven, Connecticut, and clinical associate at the Yale University School of Medicine, said: "The time has come to demythologize the physician and to help the patient take the primary responsibility for his own health."

A young resident in the Yale-New Haven hospital's emergency room put his finger on one of the causes of the doctor myth in the United States. "Dr. Marcus Welby practices on television, and he seems to have only one patient a week," he said. We had been waiting for more than three hours to have our son's swollen and painful arm diagnosed and treated. Jeff had been in a hockey game on a Saturday afternoon. His doctor was not available. The physician covering for him said that he was not equipped with X-ray apparatus and that no orthopedist he knew had Saturday-evening or Sunday office hours. "You'll have to decide whether or not you want to take Jeff to the emergency room at Yale-New Haven or wait until Monday," he said. "You know that the emergency room is pretty wild on weekends . . . you may have to wait for hours. But it's up to *you* to decide."

Whether or not to seek immediate attention in a situation that is not a clear emergency when one's own physician is not available is a decision that many patients find difficult to make. Some have become so emotionally dependent on their own doctor (often with the doctor's tacit encouragement) that going to a strange physician or a hospital emergency room seems like a betrayal. Here are other decisions, some more basic to the patient's health, for which he or she must take the responsibility:

What health-care system to choose

The traditional health-care model in the United States is the one-to-one doctor-patient relationship with a family physician (sometimes a general practitioner, but in the last decade more frequently a specialist in internal medicine) who refers his or her patient to other specialists, as indicated. In addition to the family doctor, many women also regularly see a gynecologist and have a pediatrician for their children. Some also see a psychiatrist. Often these various specialists have very little contact with each other. A gynecologist, for instance, may not even know that his pregnant or menopausal patient is receiving psychiatric attention and is even taking mood-changing drugs. A pediatrician may be quite unaware of important factors in the medical and psychiatric history of his young patient's parents. Patients tend to assume that physicians communicate with each other automatically. They can only do so if the patient tells one doctor that she is also seeing another specialist, and frequently the *patient* has to insist that some effort to coordinate medical care be made. This is why so many experts in public health, including Dr. James F. Jekel, associate professor of Public Health at Yale University School of Medicine, refer to the American system as "fragmented." "There may be five different sets of medical records on one patient who has been treated by different physicians and possibly in different hospitals in the same community, and no one is aware of this fact," Dr. Jekel said.

In most large communities there is now an alternative to the individual doctor-patient care system: the HMO (Health Maintenance Organization). The best known: the Kaiser-Permanente Medical Care Program in California. Many large universities operate HMO's for students, employees, and citizens of the community in which they are located. The organization is usually housed in one building, which contains no hospital beds but has all other kinds of needed X-ray and other diagnostic equipment. On the staff are a number of "family physicians" (usually specialists in internal medicine), plus obstetricians and pediatricians. Other specialists are employed part time by the organization. The patient pays one fee for all his health care, including visits to specialists and for regular checkups, hospitalization (the HMO has a contract with the community hospital), ambulance service, and often even drugs and orthopedic appliances. The HMO is covered by a physician at all hours of the day and night and on weekends. Medical care is as available as the nearest telephone. The patient picks from among members of the HMO staff a doctor who will be the family's "primary physician." All calls concerning the family are directed to that doctor, if he is available. If not, another staff doctor takes over. All medical records are kept in a central location and are available to every physician treating any of the patient's complaints.

The HMO's have some distinct advantages over the traditional one-doctor/one-patient system. They tend to avoid the fragmentation that Dr. Jekel discussed. Someone is always available to help in an emergency, making the search for a physician late at night or on weekends unnecessary. *All* medical bills are paid through one insurance premium.

Most other forms of medical insurance cover hospital services, surgery, and certain types of diagnostic procedures (X-rays, blood tests, etc.). They do not cover annual checkups or consultations with the family physician or specialists. Certainly a family with several young children who need frequent routine pediatric visits for immunization shots, etc., will benefit financially from HMO membership. So will patients with chronic problems, such as diabetes or hypertension, that must be watched constantly by a physician. There is some evidence that HMO's go out of their way to avoid unnecessary surgery. If there is any doubt that an operation is needed, the primary physician will ask for a consultation with several other doctors, for, among other good reasons, the practical fact that the organization wishes to avoid expensive procedures for which it is financially responsible.

There are disadvantages as well: the patient is not free to choose a doctor from the whole gamut of physicians in the community. He must use one who is a member of the HMO staff. There is probably less emotional hand-holding at a HMO than a patient who needs this kind of special support may get from a personal physician.

How to find a physician

If there is a medical school in or near the community, the choice is simpler than if there is not. A physician who is affiliated with the school must have credentials that his unaffiliated colleagues may not have. It's possible, too, to call the internal-medicine or family-medicine department of the school and ask if a staff member will provide three names of physicians whom he or she would recommend. Many schools are willing to do this. Family medicine, incidentally, is a new specialty. In trying to replace the old-fashioned general practitioner, many schools are now educating students to think of the whole family as the patient, rather than just one member, and to think of the patient as a person instead of just a series of organs which may become diseased. The American Academy of Family Physicians requires its members to serve an internship and a residency, to pass qualifying examinations, and to keep in touch with new developments.

A public-health specialist gave me some suggestions for the patient making this primary decision about his or her health care:

A. Interview several physicians to see whose attitudes you feel are best suited to your own personality. There are authoritarian doctors who will make almost all medical decisions for you. There are others who will give you all the facts and then suggest that you make your own judgment. The interview will probably be charged as a visit (usually $15), but it's well worth meeting a physician for the first time when you are entirely well. If he's the one you trust, you'll feel more comfortable calling him when you are sick.

B. Don't take the recommendations of friends, especially friends who have never been seriously ill. Their advice may be based on the doctor's bedside manner rather than on his or her professional skill.

C. Don't necessarily pick the physician who is used by the most prominent people in the community. Some of these people take *less* rather than more time to pick their doctors. In a recent example, one physician, now under indictment, allegedly injected most of his patients with a mixture of amphetamines, tranquilizers, and vitamins. His appointment book looked like a digest of the social and celebrity registers combined. He never told his patients what they were getting, and many of them felt marvelous on the combination of drugs . . . until they got seriously ill.

D. Don't leave a doctor because he tells you he doesn't understand your medical problem but will refer you to someone who might. One physician interviewed for this article said: "The words 'I don't know' are among the most honest in the medical vocabulary. A know-it-all physician may be hazardous to your health."

E. Do change physicians if your doctor recommends a serious operation or other major medical treatment and refuses to allow you to consult other specialists in the field.

When to call a doctor

A great many patients worry excessively about being regarded as hypochondriacs. They will suffer symptoms for days or weeks, because they feel that whatever is wrong is not serious enough to require the physician's valuable time. Others, particularly those who have had psychiatric treatment, tend to self-diagnose that whatever is wrong is psychosomatic. One well-known actress, who prefers not to have her name mentioned, told me that while she was in analysis she developed violent stomach cramps during rehearsal for a new play. She couldn't stand the play's director and she thought that her resentment was producing her physical symptoms. She collapsed on opening night on the stage . . . with a ruptured appendix.

Anything that lasts for longer than a few days requires a call to the doctor.

Making appointments for annual health checkups is usually the patient's responsibility. Some doctors feel that sending the patient a reminder card comes under the unethical practice of "advertising medical services." A few of the younger doctors disagree with this point of view and do send out cards, but this is still rare.

What to tell a doctor

Doctors are neither mind readers nor magicians. A physician may ask you all the questions he thinks are important, but you may have some information, for which he has not asked, that he needs. For instance, if you have been taking any kind of drugs regularly (even if you stopped weeks before seeing the doctor), he should know. If you have been diagnosed previously, by another doctor, as having a certain chronic condition, tell a physician. Some patients have a tendency to put a new doctor to a test: "Will he or won't he discover what Dr. X said about my blood sugar? If he doesn't, he's probably not up on the latest blood-sugar theories," seems to be the attitude. Patients rarely realize that conditions change and that change is one of the most important aspects of any diagnosis.

It also helps to tell a doctor if you have been under unusual personal or business stress lately. This may explain some unusual physical symptoms. Many doctors ask you about your current emotional state, but others seem to consider this question as an unjustifiable invasion of the patient's privacy.

What to do when doctors disagree

Medicine, in many ways, is still more an art than a science. There are honest disagreements among physicians that start before a person is born and do not end until he dies. Some physicians advise an amniocentesis (a test for which amniotic fluid is withdrawn from the mother's womb at the end of the third month of pregnancy to discover certain genetic and other birth defects early) for all pregnant women over forty . . . others consider this practice dangerous. Some pediatricians perform, routinely, circumcisions on all male babies. Many of the younger pediatricians consider this barbaric. There is now a serious controversy over whether all children should be vaccinated against smallpox. No case of this disease has appeared in the United States for a number of years, and there has been an occasional death from the vaccination, when a patient was particularly sensitive to the vaccine.

Doctors will disagree on when to start treating hypertension or diabetes. Some will put a patient with high blood pressure on medication as soon as the condition is discovered. Another might try first: a low-salt diet, a calmer life-style, and another visit in three months. Some physicians will prescribe injected insulin to a patient with diabetes, because, in their opinions, the oral medications do more harm than good. Other physicians disagree and use insulin only if the pills don't bring the blood sugar down to normal levels. Any patient who has become convinced that his physician has taken the opposite side of a medical controversy from what seems sensible to him or her should probably seek a consultation. There is little point in going to ten doctors to take a poll of a controversial medical question. The point is to learn as many facts as possible and to make up one's mind which doctor's advice to follow.

Among the most virulent of medical controversies is one of special concern for women. Opinions about the treatment of breast cancer differ widely. Some physicians, including the medical director of the American Cancer Society, advise routine mammograms for women above a certain age. Other physicians disagree and feel a mammogram is only indicated for very high-risk patients or for those who have had some indication of possible malignancy. If a mammogram shows suspicious shadows, some physicians advise the woman be admitted to a hospital, given a general anesthetic, have a biopsy done, and be kept anesthetized while the hospital pathology laboratory makes a frozen slide and analyzes the tumor. If cancer is discovered, the patient is then redraped for a radical mastectomy, without having to make any choices on her own.

Another, completely different approach is to do a biopsy under a local anesthetic in the physician's office or in a hospital. The tissue is then sent to the pathology laboratory to be analyzed in an unfrozen state (this is considered somewhat more reliable, since there is a greater margin for error in frozen biopsies), and the patient is called, usually several days later, to be told the results. If a malignancy is found, the type of operation to be performed is discussed with her. Dr. George Crile, Jr., a surgeon who is an international authority on the treatment of breast cancer, recently wrote: "Refuse to submit to a radical mastectomy. In my opinion, there is no longer any justification for its use." Many other surgeons, including the top medical staff of the American Cancer Society, disagree with this approach.

Case history: one woman's life-and-health decision

I had followed this breast-cancer controversy for several years before a friend of mine had a routine mammogram that disclosed suspicious shadows in her breast. That fact and her medical history since that day have proved to me how important it is for the patient to remain informed and to take intelligent responsibility for his or her own care. The first surgeon to whom she was referred said that since he could "not feel a lump, the pathologist's report was probably 'exaggerated.' Forget it," he added. She didn't. The second surgeon indicated that since the mammogram showed shadows in both breasts, a double mastectomy was probably needed. He refused to do a biopsy under local anesthetic. "I don't do those; they upset the patient too much," he told her. She felt that she would be a great deal more upset if she signed an authorization for anyone to perform such serious surgery without participating in the decision. So, she went to a third doctor. He performed an office biopsy and told her that a malignant growth had indeed been found and that he felt a more modified form of mastectomy was indicated. In addition, he wanted to seek, on his own, further consultation in pathology. The reports came back with two entirely different diagnoses. Several physicians felt that the tumor was benign; one definitely diagnosed cancer, another called it "pre-malignant," and still another said simply: "I can't tell."

At that point, my friend had to make a choice. Do further biopsies? Consent to a mastectomy, because there were at least two medical opinions that she had cancer (against four that she probably did not)? The advice of the third surgeon, whose thoroughness she had come to trust, was: "Wait six months and have another mammogram and possibly more biopsies. I know the wait is uncomfortable, but we certainly don't want to operate when we might find that surgery was not necessary." She has decided to follow that doctor's advice, for the chance she is taking is, she feels, a slight one.

I have learned a good deal about breast cancer from following, as a medical writer, her exact experience. But more importantly, I have learned how important it really is for each of us to take the ultimate responsibility for our own health care. Among its many other advantages, such a decision is a better anti-depressant than any drug on the market. ▽

Leaner pants, looser jacket—the line! *Left:* Green-and-white houndstooth knit, matching green turtleneck belted in suède. Green touches to add: cashmere knit gloves, extra-long muffler, beret. Suit by Jack Winter, of polyester. Zip-front jacket, about $35; sweater, about $17; pants, about $23. At Gimbels, N.Y.; Rich's; Carson Pirie Scott; Joske's, Houston; J.W. Robinson.

Easiest way to have a pants look, *above:* all pulled together as a three-piece suit—tweedy green-white-Bordeaux knit; Bordeaux crêpe shirt underneath. By Belle Saunders for Abe Schrader, of polyester. About $165. At Saks Fifth Avenue; Rich's; Neusteters; Nordstrom.

The wearing of browns, *right*—Kimberly Knitwear's taupe-y brown wool knit smock jacket, ribbed turtleneck, and pants—more tones of brown everywhere else: tan belt, beige gloves, crêpe de Chine scarves (two prints is not too many!) . . . soft brown felt hat. Woolmark three-piece suit, about $195. Lord & Taylor; Garfinckel's; Montaldo's; Hudson's; Frost Bros.; J.W. Robinson; Frederick & Nelson. Accessories, both pages, next to last page. Hair, these four pages, François of Suga.

What goes with

PANTS

For narrower-legged pants: longer jackets, lean pullovers, a flat little moccasin... a beret! a muffler!...

FRANCESCO SCAVULLO

New take on classics, *left*—longer camel's-hair sweater set, narrower camel flannel pants . . . camel beret, and a fling of checked muffler. Dalton cardigan (about $64), sleeveless pullover (about $34), and wool-and-camel's-hair pants (about $54). At Bonwit Teller; Hudson's; Frost Bros.; Neusteters; I. Magnin.

The most oversized cardigan, *above*—a loose kimono of sweater, knitted in camel-y tweed and knotted snug on the hips. Over a pale taupe turtleneck, pale taupe pants. Gianni Ferri for Banff, of wool and acrylic. About $138. At Saks Fifth Avenue; Garfinckel's; Lillie Rubin-South and West; Jacobson's. Accessories, both pages, next to last page.

What goes with PANTS

...toned-in sweaters, a longer raincoat

Unbeatable in any weather, *left*—a Harris tweed blazer and pants in rust, green, and taupe; long fuzzy taupe turtleneck; and the tweed-lined beige cotton poplin raincoat—the new longer length for pants. By Kasper for J. L. Sport. Blazer, about $100, and pants, about $60, both of wool-and-acrylic tweed; sweater, of wool, angora, and nylon, about $38; raincoat, about $170. End of August, at Bloomingdale's; Nan Duskin; The Carriage Shop; May D & F.

FRANCESCO SCAVULLO

Q:A:

The Answer Books....
from Sakowitz!

Start with our 1974 Christmas Catalogue for answers on what's exciting for discriminating shoppers and gift-givers. Send 1.00 (it will be credited on your first order). Season by season showcases of the finest in women's, men's and children's apparel, gifts, decorative objects and linens will follow. Please include name, address, zip to:

Sakowitz

P. O. Box 1387
Houston, Texas 77001



REMOVE HAIR PERMANENTLY

PERMA TWEEZ electrolysis—as seen in medical journals—safely and permanently removes all unwanted hair from face, arms, legs and body. This is the *only* instrument with special U.S. patented safety feature that destroys the hair root without puncturing skin. Automatic, 'tweezer-like' action gives safe and permanent results. Clinically tested—recommended by dermatologists. Send check or M.O.

14 DAY MONEY BACK GUARANTEE $16.95 ppd.

GENERAL MEDICAL CO., Dept. V-83
5701 W. Adams Blvd., Los Angeles, CA 90016

☐ I enclose $4.00 deposit and will pay balance COD plus extra COD postage.
☐ I enclose $16.95 in full payment and save extra COD postage.
☐ Americard/Master Chg. #

NAME.....

ADDRESS.....

C/S..... ZIP.....

Mfr. of Professional & Home Electrolysis Equip.

"It's so stylish when some grey-haired man in grey flannel approaches you with a 'Would you like some help? . . .

THE JOY OF SAKS

(Continued from page 123)

office at the time to fill in for Horace") and remained so for forty-four years. It was Gimbel who established the look of the store. He chose the brown-and-gold tailored logo because of his love of Vuitton and because he wanted something "classy and very tailored that both men and women could relate to. None of those shopping bags or awnings with cutesy little violets on them for me. Can you see a man carrying his newly bought suit in a pinky-purple box with flowers all over it?"

The store's windows and interior (which are the same today) were inspired after his trip to the Paris Exposition of 1925. Gimbel —a well-known connoisseur of style (even though he hated buying clothes for himself and owned six tuxedos, all with holes in them)—said he wanted the store to look like an "elegant house." People say the slogan "Very Saks Fifth Avenue" actually meant "very Adam Gimbel." Adam Gimbel died in 1969, and "Very Saks Fifth Avenue" is no longer used; but the melody lingers on. Gerard, the brown-uniformed doorman and official taxi whistler still salutes you at the 50th Street entrance (formerly called "the carriage entrance"). And the "elegant house" looks even more like a gothic cathedral than ever. (Could that be because it's across the street from St. Patrick's?) It's no wonder the Hare Krishna adherents have shied away from chanting their incense sales in front of Saks. It's too much of a backdrop.

Apparently, in the early days, the giant block structure between 49th and 50th Streets was looked upon as a curiosity and considered doomed because it was "too far uptown." There wasn't another store (no Bonwit's, no Bergdorf's, no Rockefeller Center, no Beefburger coffee shop), other than tiny specialty outlets, in sight. Then again there were a few society "ladies" of the easy-money 'twenties who lived in the neighborhood and who loved to shop in a new attraction stocked with a quantity of quality goods. And from All Over the World yet! ! ! ! Nowadays "the ladies" flock by the thousands (from Queens to Dallas) to cash in on today's quality (from Sportwhirl to Adolfo) and quantity.

Starting on the main floor of the main store on Fifth Avenue, you must wend your way through the obstacle course of mirrored boutiques (I kept bumping into my own reflection) displaying sample merchandise. A shelf of Fauchon mustard, a rack of Isotoner body stockings, counters encrusted with handbags and revolving racks of costume-jewelry earrings. (More people stop at Saks' perfume counter to sneak a spray on their wrists and armpits than in any other store, because they know they won't get hassled. The glove department is also favored, because you can sit down on one of their high chairs and take a breather without someone's arresting you for loitering.) The elevator line-up against the back wall is where we separate the shoppers from the hoofers. Once you've stepped in Saks' elevator you have "made a commitment," and there is something special about the Saks elevators—the clamp sound as the accordion gates close, the giant red and white balls that light "up" or "down" on each floor.

Even the personality of the elevator operator is unique. Carrie Stroman is a forty-six-year veteran and she still announces each floor upon arrival. And nowhere else am I so aware of the elevator starter on the main floor who directs the flow of traffic from car to car with white-gloved grace. The same is true of Saks' fourth-floor shoe salon's floor managers. It's so stylish when some grey-haired man in grey flannel approaches you with a "Would you like some help? Well, I'm Mr. Sweeney and I'll gladly find you a salesman." Imagine having help who do nothing but get you help. How *luxe*. But how awful when you suddenly realize that what you really were looking for are a pair of white Keds and there you are in the midst of "Beth's Bootery" dropping $45 on a pair of suède wedgies.

As I said, everybody has her favorite Saks story and her favorite department. The second floor is popular with people from birth to twenty years old. There you'll see the largest number of teens and preteens slamming through the racks plus thirty-five-year-old ladies who still believe they have preteen torsos. You also see the most incredible variety of *enfants'* couture, such as Nanouchka and Princess Owen, and would you believe they still stock mother and daughter look-alike gingham dresses?

Walking through the third floor's array of better sportswear takes a lot of self-control. All those stalls with designer-name marquees can be confusing. Should you go to Kasper or Blassport or Beene Bag or say yes to Yves or just get in the next express "down" elevator and call it a day? And let's not forget the third floor's bathing-suit section with the world's loudest and most active dressing rooms. (Actually, Saks dressing rooms are among the cleanest and the nicest. You don't have to stand in line or get frisked every time you make an entrance or exit.) The third-floor salesladies get the top prize for patience. I witnessed one lady pleasantly and simultaneously taking care of five menopausal maniacs (all squealing and stuffing themselves in bikinis) and she actually kept them happy and made a sale with each.

Anne Klein and Pucci hang together in the back of the floor in what used to be Sophie's Salon Moderne. Sophie Gimbel (Adam's wife) closed down her deluxe custom couture in 1969. "I was glad to retire," she said. "After all, they don't make clothes like they used to. There's no more craftsmanship or materials or originality. Everybody just copies everybody else. Then again it's easier to shop than it used to be. And everybody can look so good." And the spot where Tatiana du Plessix's millinery used to reign in the good old days has become "Potpourri" with Missoni's rainbow knits displayed in rust-colored armoires.

The beauty salon is no longer a one-room affair headed by "Antoine of Paris." Instead it's Pierre Henri starring in a maze of brown-and-white paper-patterned rooms. There's a niche for Miss Marouse who will massage your laugh lines and electrolysize your moustache; and Rosemary will give you double front streaks à la Gloria Steinem (one of her own most "highlighted" customers). And dear Miss Sargent specializes in nail transplants and will excitedly wave her bottle of real broken-nail clippings in your face to show you what a large finger following she has. And last but not least you can have your false lashes applied one by one by one of the Adrian Arpel assistants—that is if you care to spend an hour with your eyes looking straight ahead and no blinking.

Better blouses, lingerie, and intimate apparel, and the famous shoe salon make up the fourth floor. It was here that one saleslady pointed out "Saks' finest customer"—an old crumpled woman with soleless shoes, ragged coat, and two plastic bags filled with shopping bags. "She comes in here every day for the past ten years and fingers all the marabou-

. . . Well, I'm Mr. Sweeney and I'll gladly find you a salesman.' Imagine having help who do nothing but get you help!"

trimmed Fernando Sanchez lingerie and then goes into corsets and looks at what Edith Lances has to offer and then leaves. She never buys a thing and I hear she gets on the elevator and always asks 'What floor are the cold cuts?' "

The fifth floor is a study in "old Saks," a spacious pearly setting housing the "better dresses." Breezing down the main aisle of Adolfos, de la Rentas, Blasses, Barries, and Jean Muirs, you come to the store's crux of class with the Connoisseur Suite. Some of the fifth-floor salespeople are strictly pros at personalized service; they dress "their ladies" from head to toe. In the days of grandiose deb parties, one Saks-person had a notebook with 130 pages on just one girl, including notes on her sisters, aunts, cousins, and maid.

There is also a personal-shopping department in Saks, and it is used quite frequently by Europeans who don't know how or what to shop for in the store and by harried husbands at Christmas time when they need everything for everybody in an hour. Personally, I think Saks personal shopper service should consist of someone's rolling you around the store in a comfortable wheelchair and let's forget about whether they can outfit you with a "total look."

I find the men's sixth floor the hardest to relate to. Maybe because it looks like a vast bank vault and I don't care for walls lined with pinstriped three-piecers or double-breasteds. But my male friends still confess that Saks means sanity in these days of nail-headed jeans and high-heeled loafers for men. You can always get a good cashmere sweater and some decent cotton pyjamas. Neither of which is exactly the wildest of fashion statements, but then again Saks' sixth floor does have the most interesting selection of men's fur coats and hats by Revillon and an exclusive line of Italian knitted shirts that might overlap into the world of avant-garde.

The seventh floor is still my favorite; but only within the last two years have I noticed the atmosphere changing from a slightly sagging "with it" appeal for the Career Girl, with dull sensible dresses, to a swingers' paradise for the "fashion liberal." (Is a "fashion liberal" a 1974 Career Girl?) Kal Ruttenstein is the new vice-president of the department and has tried flashing up the image without stooping to the cliché of funk. The whole floor now bumps and grinds (sometimes a little too loudly) to the background music of Love Unlimited.

Kal has been responsible for changing the department's name from "Young Elite" to "Young Dimensions." The original name in the 'twenties and 'thirties was "Seventh Heaven," which gives you some idea of fashion's direction if nothing else. And it seems as though every age and sex of Saks customer ends up on the seventh floor. Where else can you get a $35 jersey dress, a St.-Tropez T-shirt, a straw hat, and some Degas shoes all conveniently on one floor in a straight line and in an hour on a Thursday-night visit?

But if you can't stomach shopping in the body of the Fifth Avenue store, there are always the side-street annexes. They have all the qualities of Madison Avenue boutiques but with the institutional greige carpeting and stern professional help of a department store. From the Carlin shop's linens you can roam into the Bridal shop (and see that people are indeed still having elaborately styled weddings, let alone weddings at all) and into the Baccarat glass and gifts. Active Sports is probably the most action-packed annex, with male and female tennis fanatics and ski bums groveling for sales attention. It's also the biggest pick-up center in New York on a Saturday afternoon. The Luggage annex is next in line for popularity, naturally because of its exclusive Vuitton. And the Dog Toggery rates big only with the tourists, who want to get a landmark laugh out of shelves filled with dog perfume and breath mints and tuxedo jackets. I also paid a pitstop to Ports of Call—Saks' chic travel agency. They didn't want to hear about my plans to visit some Pocono resort to see a Shecky Greene performance. After all, they deal strictly in month-long visits to castles in Spain or slow luxury liners to China.

However, my favorite part of Saks has little to do with the merchandise. I got a special downstairs tour that didn't exactly reek with the "elegance of a living room." The basement was lined with gated cells for the stock and slots for buyers' offices. I also got to see the infamous cash-tube room. (And here I thought the money always flew up to the Almighty, never down to the bowels.) Display is also considered a downstairs department. It's a weird environment of plants and props and naked store dummies categorized by the names of the people they resemble. (A "Gloria Vanderbilt" was stashed with a "Naomi Sims.") Fifth Avenue windows are changed every Wednesday evening, traditionally in front of an audience of ogling street strollers. Mr. Henry Callahan—a stuffy Saksophisticate—is the store's vice-president and corporate display director (he's also known for doing the Nixons' Christmas trees) and is the one responsible for planning the displays five months in advance.

The fourth-floor powder room was another highlight. Large enough to seat, on tufted lush pink sofas, forty women in all sorts of shapes and mental states. You don't actually go to the bathroom there, you simply wash your hands and listen to the latest gossip from along Moshulo Parkway and what good buys are at Loehmann's. The Terrace Room (employees' cafeteria where they can get a toasted bagel for 12 cents and a cup of coffee for 5 cents) was bubbling with conversation, and the staff of the infirmary on the ninth floor informed me that there are only five customer heart attacks a year.

Eighth floor houses the Promotion Department Customer Service, and the executive offices with gorgeous old wood paneling and oil portraits of Horace Saks. The tenth floor is nicknamed the "classiest sweat shop," where alterations and cleaning go on at full steam. The staff there takes care of everything from storing a $64,000 sable coat to adjusting a dog's trench coat.

The twelve telephone operators sit in Saks' attic. Aside from connecting and transferring callers to departments, they also find themselves getting calls asking the telephone number of The Plaza Hotel and the show-time schedule at Radio City Music Hall. However, none of them remembered having received a single obscene call. (Now that's what I call "Very Saks Fifth Ave.")

So no matter how you feel about shopping in Saks or just plain shopping . . . you can't beat Saks. Even Sophie Gimbel, who remains retired and happy in her Upper Eastside townhouse with the fondest of "first day" memories, agrees: "Look I'm not so totally devoted to Saks. Sometimes I can't stand to shop in that place. It's so busy and big and hectic and I'm simply not in the mood. But, damn it, I know that whatever I want, Saks has got it and in twelve colors to boot."

I guess you could call that "the Joy of Saks." ▽



Like a child at play

Why, that's you in the midst of those bubble-blowing kids! And you're just as lighthearted as any of them. Well, why not? After all, it's your vacation and you're free as a child.

NO BELTS NO PINS NO PADS NO ODOR

Even if you have your monthly period you're relaxed, because like more women all over the world, you trust the protection of Tampax tampons. They're worn internally, so they free you to be your most active, even to swim. And they free your mind from worry.

Tampax tampons—the soft, absorbent protection today's women prefer. For vacation time and any time. Because they let you be free as a child.

The internal protection more women trust

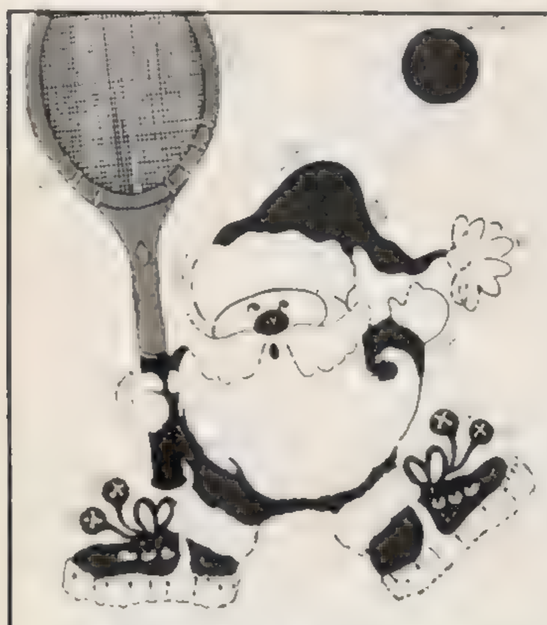


DEVELOPED BY A DOCTOR
NOW USED BY MILLIONS OF WOMEN

MADE ONLY BY TAMPAX INCORPORATED, PALMER, MASS.



Available at pro shops everywhere and fine stores. Or write:
DiFini 367 Southern Boulevard, N.Y. 10454



CHRISTMAS RUSH A RACKET?

Get ahead of the game by shopping early from N-M's great 1974 Christmas Book! The Book costs 1.00, and with it you receive an "N-M Dollar" worth 1.00 toward your first purchase from the pages of the 1974 issue. The 1974 Book will be ready in Mid-October to mail to you, or to a friend. Send 1.00 with your (or your friend's) name and address to: Neiman-Marcus, Dept. 19, P.O. Box 2968; Dallas, Texas 75221.

Neiman-Marcus

INGMAR BERGMAN

(Continued from page 110)

He says jokingly that I look like a woman but am a man inside. *(Laughs)* In one way he's right. Shall we go back? I'm much better now. *(They rejoin Johan and Peter, who have been playing chess in the living room. But Johan was soon beaten and both tired of it. Johan serves some drinks. Marianne lights a fire.)*

Peter: *(Rather drunk)* Actually it's all too goddamn touching.

Johan: What is?

P: Your marriage. Johan and Marianne. Marianne and Johan. It's so moving it brings a lump to your throat. In fact it makes you want to stick a pin into your beautiful balloon. Skoal to you both!

K: You've been married for ten years, haven't you?

M: We've just had our tenth anniversary.

P: And no skeletons in the closet.

J:*(Laughs)* Well, you never know.

K: No, you never know.

M: Both Johan and I like to keep things tidy.

P: Do you hear that, Katarina? We've been a bit too slovenly, you and I. But now we'll get down to it, won't we, Katarina? Next week I'll call up Marianne and make an appointment and she can arrange our divorce.

K: *(Also rather drunk)* Unfortunately Peter will have changed his mind before he has sobered up. That's when the calculating machine starts going clickety-clack. This is what it says: I'll agree to a divorce if Katarina gives up her claim on the assets in Switzerland. And my reply is: It's actually my money. I'm the one who earned it. Then Peter answers that he's the one who has multiplied it, and I can have the whole goddamn factory. Thanks, I say, that's nice of you, what do I want with a factory in Italy that gets to be more and more of a gamble with every increase in labor costs? So Peter says, well, you can take the whole damn kit and caboodle in Sweden with apartment and country place and weekend cottage and boats and cars and paintings and stocks and bonds. And I say, how sweet of you to let me shoulder a gigantic load of taxable assets. I'm sorry to take up our nice time together with such trivial matters, but when Peter starts talking about settling, I know exactly how much he has had to drink and exactly how much further it will go before the insults.

P: It's just what I'm always saying. Katarina is a business-man, with equal stress on both words. What's more, she's a brilliant artist. What's more, she has an IQ of I don't know what. Pretty, too. She's a paragon, all gift-wrapped. How this monster of perfection has ever allowed me to get between her legs is a mystery.

K: I think we'll phone for a cab and go home now, Peter. It can't be very pleasant for Johan and Marianne to witness this scene.

P: *(Carried away)* Johan and Marianne have red ribbons around their tummies and big bows on their backs, just like the marzipan pigs of our childhood. It's very good for their morale to peep into the bottom-most pit of hell. I wonder whether there's anything more horrible than a

"The greatest collection of pre-Columbian gold in existence—over twenty thousand pieces"

COLOMBIA

(Continued from page 121)

Colombia is not so much an entity as a collage. Every sort of landscape and climate, except for desert and ice cap, is there folded between the immense serrations of the Andean cordillera—the temperate plateaus, the savannahs, the rain forest, and the hot wet coastal plains. Land travel in Colombia has always been difficult which is why it became the first country in the world to develop a commercial airline system. This breeds a certain confidence. It is necessary sometimes. Going fishing down to Miraflores, a red laterite strip carved out of impenetrable jungle 350 miles from the nearest road, I peered from the DC-3's vibrating porthole at the trees passing below, their vast tops mushrooming upwards to the light, like the roof of a limitless green palace. "You realize," said our host comfortably, "that if this plane goes down, it disappears. If one survives, one might stay alive forty-eight hours in the forest." It is a vegetable conspiracy: get the gringo. I meditated on anacondas, coral snakes, and a hairy walrus-faced spider *(Mygale avicularia)* that eats finches and is the size of a small plate.

The lakes at Miraflores are full of golden perch, ten-pound black piranha, and a fish with saber teeth which is to the humbler piranha what a barracuda is to a minnow. One pursues them in a dugout canoe, sitting, with extreme care, in the middle of the thwart. Trailing the fingers lazily in the green water is discouraged.

Not all Colombia, of course, has the choking, monstrous vitality of the rain forest. But it is still one of the strongest and most exuberant landscapes in the world. The clichés of South America, parrots and orchids, fruit and mud, come alive: there is too much of everything, and one lives in a sensory overload—the touristic equivalent of reading Gabriel García-Márquez's great novel about coastal Colombia, *One Hundred Years of Solitude*.

The overload even applies to fossils. There is a town named Villa de Leyva on what was once the *camino real*, the main post road, from Bogotá to the Venezuelan border. Like several other places within reach of Bogotá, it is an architectural gem, an intact sixteenth-century village of arcaded houses, customs depositories, and broad sunstruck plazas, set in a bowl of eroded hills that grip the plain like a lion's claws and contain, in their rock and dust, every earth color from coal black to dusty pink.

Villa de Leyva is built on a fossil bed, from fossils. The courtyards are paved with the petrified shells of prehistoric turtles, the walls are inlaid with 120-million-year-old ammonites and fish, all arranged in patterns; the local convent, a gloomy and labyrinthine cloister some miles away across the dry lake bed, even has a crucifixion montaged together from fossil shells and bones. It is a beautiful and eerie place, threatening, as though the Gorgon Medusa had risen from the lake and turned everything that flew, crept, or swam to rock. After a few hours in Villa de Leyva haggling for dinosaur jaws, you feel the calcium in your teeth changing to stone.

Colombia is the only land where the potato is a real delicacy—appropriately enough, since it was from there that potatoes were imported to Europe in the sixteenth century. Mealy and yellow, crisp-skinned, diminutive, the Colombian *papas* make North American ones seem as dull as wood, and the perfect lunch (if one could pay for it) would be a dish of them, no bigger than marbles, served with butter and about a half pound of unsalted caviar. They form the basis of a robust stew called *ajiace*, which—purists insist—ought to have seven kinds of potato in it, each distinguishable by flavor and texture; this tuberous bouillabaisse also involves chicken and hunks of avocado. It is unctuous and bloating.

Another glory of Colombian food is the coastal oyster, harvested from mangrove swamps in Cartagena. They are the size of thumbnails, and their briny sweetness gives them the edge on every other oyster from Long Island to Brittany; the only mollusks that compare to them are the rock oysters in Australia. But

husband and wife who hate each other? What do you think? Perhaps child abuse is worse. But then Katarina and I *are* two children, for Chrissake. Right inside Katarina a little girl's sitting and crying because she has fallen and hurt herself and no one has come to comfort her. And I'm sitting in the corner and haven't grown up, and am crying because Katarina can't love me even though I'm nasty to her.

K: There's one thing to be grateful for. And that is that you can be certain there's nothing worse than this. That's why I think we're ready for divorce.

P: Provided you listen to reason. Provided we simultaneously in each other's presence and together with reliable witnesses sign all the papers. So that one of us can't cheat the other. We'll call you this week. [*Marianne is a divorce lawyer.*]

M: I'd be glad to help you. And we have an excellent business lawyer at the office. Borglund, you may have heard of him. He can help you with the financial arrangements.

P: Well, Katarina, what do you say?

K: Even if we agree about the money you'll never let me go. I know that.

P: Do you imagine you're so indispensable, my dear Katarina? What has suddenly given you that idea? It would be interesting to know. Do tell me.

K: At any rate, you force me to have sex with you, as you say you can't get an erection with any other woman.

P: Your need of a bad conscience is unlimited, and now that it's all over with Jan you're in rather a panic, aren't you, Katarina? You have only old Peter now to bother about you. He has the right kind of patience.

K: Oh, so you think you're the only one, do you? How touching. You think I have no one else. Let me tell you this, Peter—please excuse me, you two, if I'm rather outspoken, but Peter is asking for it and he needs a little information. I'll tell you this, Peter, you nauseate me so much, I mean physically, that I'd *buy* myself a lay anywhere at all just to wash you out of my sex organs.

P: *(Declaiming)*
"Abide with me; fast falls the eventide,/The darkness deepens; Lord with me abide. . . ."

K: You son of a bitch—

P: *(Declaiming)*
"When other helpers fail, and comforts flee,/Help of the helpless, O abide with me."
(Katarina throws her glass of brandy at Peter, who bursts out laughing and dries himself with his handkerchief. Katarina runs sobbing out of the room. Marianne hurries after her. Johan starts picking up the splinters of glass from the carpet.) I hope there won't be any stains on the carpet. I don't really know about brandy. If there are any, you can send me the bill. Could I have some coffee? I'm plastered. Please excuse us, Johan. We don't usually behave like this. But you happen to be our friends. Our only friends. Forgive me. Forgive us. If you will call a cab, I'll take my maenad home and we'll go on with our little scene and finish it there. The finale isn't usually suitable for an audience. ▽

"Mealy and yellow, crisp-skinned, diminutive, the Colombian potatoes make ours seem like wood"

inland, Colombian food (especially roadside food) is apt to become tedious: dry meat and mounds of insipid, starchy root vegetables, plus the inevitable fried plantains—good for smothering hunger, but a gastronomic bore.

The point about Cartagena, however, is not its oysters but its annual festival. Eleven months of the year, the place is a sleepy and run-down Caribbean seaport. Once it was very grand; from its foundation in 1533, Cartagena was the valve through which *oro indio*, the gold of Colombia, thousands of tons of it, was pumped back to the Old World to change the political balance of Europe in Spain's favor. Cartagena paid for the Spanish Armada. Now its shell remains—a ring of once impregnable walls forty feet thick, facing the flat blue sea, enclosing the old town with its tortuous streets, Andalusian patios, and delicate iron grillwork. It is the most architecturally beautiful port in South America.

Each November, Cartagena explodes into a raunchy delirium for (of all things) a beauty contest: the election of the Queen of Colombia. This is no limp Chamber of Commerce affair; fifty thousand Blacks, river Indians, and assorted kibitzers pile into the town, dancing and hooting in the streets for three continuous days and nights, stoned to the eyeballs on Tres Esquinas rum and violent grass from Santa Marta; there are temporary dance halls set up, each with a capacity of five thousand people and marimba bands blasting around the clock, while local pilots come out drunk in their homemade biplanes and make long inverted bombing runs twelve feet above the swimmers on the beach.

When the rain comes (and last year it did, three inches of it in two days), the streets turn into pig wallows of mud, trodden palm leaves, flour paste, and fruit husks; but nothing stops the party. Colombia is so collectively obsessed by its beauty contest that all world events are driven back to page six of the daily papers, and long, breathless editorials are devoted to why Miss Antioquia lost to Miss Caldas; when the queenlets (who all look like lush secretaries) get up and start dancing on a platform in the foyer of the Hotel Caribe, you know that if Mick Jagger and Jesus Christ were to walk arm in arm through the hysterical crowd they would simply not be noticed.

The climax is the parade, when the contestants go past in elaborate Chiquita Banana costumes and three-foot-high Dynel wigs surmounted by pineapples, riding on floats in the shape of giant unicorns or fifteen-foot spangled blue swans, covered in cheap-o glitter and driven by very old, impassive, and toothless Indians. By Monday everyone has spent his money, $30 or so saved up during the year and blown in one orgy; and Cartagena simmers down again.

Social attitudes: One morning I borrowed a small outboard runabout from a husband and wife, both very much members of the *oligarquía*. I was going to dive off an island in the Rosario group, about twenty miles offshore. Things went wrong. The port engine came unmounted in a choppy sea before the boat was a mile out of Cartagena. Then the skies went solid with cloud, and rain poured down in sheets: visibility, ten feet. The boatman—an amiable, wrinkled Indian-Negro who spoke no word of English—eventually found the island.

By then, to lighten the bailing and tribulations, the boatman and I had shared half a bottle of rum. We shot and ate some fish on the dazzling coral and got back to Cartagena by nightfall. Did I, the boat owner inquired, have a good day? Sure I did, except for the rain. "And how did the *capitán* perform?" "Very well," I said; and casually mentioned the rum. The owner's wife paled and drew me aside. "You don't understand," she said with asperity. "You mustn't teach *them* to drink with *us*!"

One trip in Colombia is laborious but supremely worth making: the journey down the Magdalena River valley to the Archaeological Park of San Agustín. It is about five hundred miles, much of it along intimidating mountain roads (Continued on page 158)

Traveling with Shayne . . .
in a 2-piece pant suit of Veral leather knit, the new miracle fabric with comfort and style. Brandy, Shayne Blue or Black. Sizes 8 to 16. About $170.
Shayne Knitwear, Inc.
1410 Broadway,
New York 10018.



quality
from the house of
Shayne

Available at Abraham & Straus, N. Y.; Dayton's, Minn.; Boyd's, St. Louis; Jacobson Stores, Mich.; Lotakelly, Ohio; Nordstrom, Seattle, Wash. & Portland, Ore.; Gimbels, Milwaukee; and other fine stores.

VOGUE'S SCHOOL DIRECTORY

Write Vogue's School Bureau, 350 Madison Ave., N.Y. 10017, or call 212-692-5262

N. Y. City Day School

BENTLEY SCHOOL

Coeducational • 59th Year • Nursery to College
Sound Academics—Creative Arts—Sports
Excellent record of college admissions
Pre-School & Elementary, 112 E. 71 St. BU 8-2666
Jr. & Senior High School, 48 W. 86 St. TR 4-1661

Coeducational Schools

RUMSEY HALL SCHOOL

Coed Boarding and Day. Grades 1-9. Rural env. 1½ hrs. from NYC. Small classes, full athl. prog. incl. indoor tennis and crew. International summer prog. in Spain. Gr. 7-12; Summer Session on campus Gr. 3-9.
John Scheresehewsky, Washington, Conn. 06793.

THE BEMENT SCHOOL

Co-educational, Grades 1-9. Country Boarding—homelike dormitories. Thorough academic training for leading secondary schools. Enrollment—boarding and day—150. Small classes. Arts & sports.
John N. Butler, Box V, Deerfield, Mass. 01342.

SANFORD SCHOOL

Coed boarding (7-12), day (K-12). Accred. Academic program includes visual and performing arts, radio and horsemanship. Small classes. Interscholastic and "lifetime" sports. 185 acres.
Sanford School, Box 105, Hockessin, Delaware 19707.

DUBLIN SCHOOL

Dublin, New Hampshire 03444

A community where strong academic preparation for college and personal involvement are parts of a full day for 80 boys and girls in grades 9-12, and 17 faculty members. Sports include soccer, alpine and nordic skiing, squash and sailing. Contact: Michael G. Cornog, Headmaster. 603-563-3331.

THE STOCKBRIDGE SCHOOL a Universal School

Dedicated to Change for a Better World

Coed 9-12. Community living in the Berkshire hills. Tools for higher ed. and climate to make informed life choices and meaningful social commitments. Int'l, multi-racial philosophy. School-on-Wheels project with Spring travel program. Accredited NEASC.
Richard C. Nurse, Director, Interlaken RFD, West Stockbridge, MA 01266 (413) 298-5592

The Winchendon School

Coed Boarding and Day; Grades 9-12. Excellent record of College Preparation with classes limited to 6 students. Diagnostic Testing. Remedial and tutorial courses. Daily personal counseling. Modern facilities. 18-hole golf course.

Mr. Lewis S. Posich, Headmaster,
Winchendon School, Winchendon, Mass. 01475

Williston Northampton School



Coed, college prep; 400 students, grades 9-12, near Smith, Amherst, Mt. Holyoke, Hampshire Colleges & UMass., allowing varied cultural offerings in rural location. Interesting & flexible curriculum; extra-curricular strengths in athletics, theatre.
Contact: Admissions Office, 413-527-1520.
Easthampton, Massachusetts 01027.

CULVER MOTIVATES BOYS & GIRLS

College preparatory program . . . Advanced placement in all disciplines . . . Five languages . . . Low student faculty ratio . . . 18 varsity and 15 intramural sports . . . Horsemanship [130 horses] . . . FAA Flight Training . . . 1500 acre campus . . . Scholarships. [Grades: Boys 8-12; Girls 9-12]

WE INVITE COMPARISON

Write for Catalog
810 Pershing Lane
Culver, Indiana 46511

ULVER

MILITARY ACADEMY & ACADEMY FOR GIRLS

Riding School

SCHOOL OF HORSEMANSHIP

A career with horses? Theory, dressage, jumping, instructing. 12 wk. residence for all riding levels. Quarterly sessions. College accredited. Approved A.H.S. For brochure write: Pacific Horse Center, Box L, Elk Grove, California 95624.

Coeducational Schools

FENSTER SCHOOL—ARIZONA

Fully accredited for boys and girls, Grades 1-12. College preparatory. Small classes. Excellent facilities and staff. Riding, swimming, tennis, etc. in scenic Arizona. Color Catalog. Also summer school.
W. Fenster, 8500 E. Ocotillo Dr., Tucson, AZ 85715

THOMAS JEFFERSON SCHOOL

Hard work. High standards. Coed, Boarding and Day. Grades 9-12. Small enrollment. Large, cheerful rooms. Every graduate has entered college. Catalog. 4105 So. Lindbergh, St. Louis, Missouri 63127

When you are in New York we invite you to call at our offices—a few steps from Grand Central—to discuss your school questions with us.

CROW HILL SCHOOL

Coed. Grades 1 thru 6. Serious education in an atmosphere of home. Careful supervision. 2 hours from NYC. Est. 1938. Remedial Reading by trained consultant. New dormitory. **Mrs. Susan Davis, Head, Rhinebeck, N.Y. 12572. Tel.: 914-TR 6-4097.**

THE BARLOW SCHOOL

A coeducational Boarding Secondary School. College Prep. Winterim. Strong arts, camping and work programs. Sports. 500 acre campus.
George B. Vosburgh, Headmaster
Barlow School, Amenia, NY 12501. 914-373-8111

Northwood LAKE PLACID, N.Y.

Small coed college prep., grades 9-PG, in the Adirondacks. Broad Curriculum, ecology, advanced biology, art major. Strong outdoor program, mtn. climbing, bicycling, ski racing & hockey vs college frosh and Canadian teams. Est. 1905. Write
W John Friedlander, Headmaster, Lake Placid, New York 12946

JUDSON-ARIZONA

BOARDING - COLLEGE PREP. - COED

Fully accredited. Prep and General Courses. Healthful desert climate. Grades 3-12. Informal Western life. Small classes. Remedial reading. All sports-Riding, swimming. Art, music. Brochure.
Henry V. Wick, Dir., Judson School, Box 1569, Scottsdale, Ariz. 85252. Tel: (602) 948-7731

Ojai Valley School

- Comprehensive curriculum with emphasis on development of skills, acquisition and use of concepts, and practice in creative and formal academic experiences
- Accredited, coed, college preparatory, Grades 3-12
- Music, art, drama, shop, home economics, riding. Summer program • A wide range of athletic and outdoor activities • Equal opportunity adm. policy
- Catalog: Thomas J. Lee, Headmaster, Box V
723 El Paseo Rd., Ojai, CA 93023—(805) 646-1423

Ask Vogue for school information

WAYLAND ACADEMY

More than 100 years in co-education. Heavy emphasis on personal growth and responsibility. A tradition of accelerated learning programs. Beautiful academic and residential campus. Magnificent athletic facilities. Midwest tennis center. Gr. 7-12. Early and mid-year applications welcome. Phone 414/885-3373.

WAYLAND ACADEMY
Beaver Dam, WI 53916

Foreign Schools

LA CHATELAINIE/SUISSE

Efficient girl's boarding school in French Switzerland. College prep, grades 8-12 and finishing courses. Fine CEEB record. Happy and friendly atmosphere. Also Summer school, July and August. Châtelainie, CH 2072 St.-Blaise/Neuchâtel, Switz.

ACADEMIC YEAR ABROAD

PARIS • MADRID
Individualized study programs in Paris or Madrid. College or pre-college, semester or year. History, Languages, art, theatre, electives. (212) 752-2734
221 East 50 Street, New York, NY 10022

MONTE ROSA—LYCÉE D'ARVEL

Switzerland. Coed. Boarding. Grades 4 to PG H.S. Accred. I.C.A.I. College Boards (ATP,ACT,AP, CLEP,SACU,TOEFL). Oxford GCE. Business studies. Experienced faculty. Small classes. Sports, trips. Ctlg.: **Headmaster, CH-1842 Territet-Montreux.**

LEYSIN AMERICAN SCHOOL

4-Yr. University Prep High School

An *American* High School in Swiss Alps with high academic standards. College Testing and Advanced Placement. Small coed classes; individualized attention. Personal and Career Guidance. Curriculum related Tours. Winter sports. Excellent Transfer Record to U.S. Universities.

Affiliated with American College of Switz.

Write: Registrar, 1854-N, Leysin, Switzerland or Hans N. Spengler, 330 East 49 St., N. Y. 10017

AMERICAN COLLEGE OF SWITZERLAND

Education for an International World
1854N—LEYSIN SWITZERLAND

Degree programs in Internat'l Business Admin., Modern Lang., Pol/Soc Sciences, Gen'l Studies (BA). Math/Science (BS). Computer Science. Europe-wide Field Research Study Tours. Skiing at the doorstep. Internat'l Student Body. Co-ed. Alpine campus above Lake Geneva. **U.S. Rep. Hans N. Spengler, 530 E. 49th, New York, NY 10017**

School Year Abroad

Barcelona, Spain • Rennes, France

Accredited 11th or 12th grade courses open to qualified American boys and girls in accredited High Schools. Native and U. S. faculty. Balanced curriculum, intensive study of host country language and culture. Live with native families. Travel vacations.
Write: School Year Abroad, Box 215
Samuel Phillips Hall, Andover, Mass. 01810

THE AMERICAN SCHOOL IN SWITZERLAND TASIS

COLLEGE PREPARATION IN EUROPE

American education with an international dimension • Co-educational college preparation in Lugano, Switzerland • Meets highest American academic standards • Grades 7-12 • Outstanding faculty • College testing and counseling • Excellent record college acceptances • Research trips and optional vacation travel in Europe • Sports and activities •

M. Crist Fleming, Director.
Contact: N.Y. Rep.,
326 East 69th Street,
New York, New York 10021.
Tel: (212) 988-5462.

FLEMING COLLEGE FLORENCE

American, two-year (A.A. degree), co-educational college based in Florence, Italy. Courses in Fine and Studio Arts, Music, Archaeology, English, Literature, History, Political Economy, Philosophy, Languages, Sciences, Theatre Arts, Film, Photography. Outstanding faculty, two-week stay in Italian homes, and research trips throughout Italy offer students an excellent liberal education with an international dimension. Interim pre-college year available. Residence on or off campus.

Contact: New York Rep.,
326 East 69th Street,
New York, New York 10021.
Tel: (212) 988-5462.

Tutoring

EAGLE HILL SCHOOL

Coed, residential program, tutorial language/math instruction for dyslexic children 8-16. Academic, Sports, Enrichment, Summer and Winter programs.
Charles H. McDonald, Headmaster,
Hardwick, Mass. 01037.

KILDONAN SCHOOL

Small boarding school for dyslexic boys of normal intelligence with problems in reading, writing, spelling, 9-17 yrs. Individualized academic prog. Riding, Skiing. Country campus. **Mrs. Diana H. King, Box 139, Solebury, Bucks Co., Pa. 18963.**

Canadian School

ALBERT BELLEVILLE

Boarding - University Prep - Coed

Fully accredited. Prep. & General Courses. Grades 7-13. Small Classes. Sports, Cultural, Scholarships, Dedicated Values. Brochure.
Headmaster L. L. Shewfelt, M.A.
Albert College, Belleville, Ont.

Special Schools

THE ANDERSON SCHOOL

Psychiatrically oriented prog. to deal with emotionally disturbed teenager. College prep; gen'l courses. Grades 7-12. Residential, coed, yr.-round accred. Small classes. Guidance with psychiatrist supervision. Est. 1924. **Frank V. Farinella, Staatsburg, NY 12580.**

RHINEBECK COUNTRY SCHOOL

The "School" for children and the "Village" for adults are designed to provide special education, vocational training & therapy plus continuing education if necessary. Two separate campuses afford a setting with dignity, humanity & complete services.

L.T. Zneimer, Rhinebeck, NY 12572 • 914-876-7061

PERKINS

For children requiring special methods of training and education to modify their limitations. Est. 1896. A happy, busy and homelike atmosphere in a healthy country location. Pupils admitted ages 4-11. Year-round academic classes in all subjects, grades K-8. Excellent music, art and physical ed. programs. Emphasis on development of individual potentiality. Enrollment limited

Doctor Franklin Perkins School
David V. Perkins, Director of Admissions,
Lancaster, Mass. 01523 Tel: 617-365-9311

DALLAS ACADEMY

Specializes in reading and learning disabilities. Approved by Texas Education Agency and CHAMPUS. Multi-disciplinary approach; individualized remedial academics; sensorimotor perceptual training; small classes; day and residential.

Nonprofit, nonsectarian, nondiscriminatory.

3845 Oak Lawn, Dallas, Texas 75219
AC: 214 528-1830

Camps, Summer Schools, Trips

Listed in Vogue's Camp Directory are Camps, Trips and Summer Schools. You may have a copy, free, if you wish. Vogue's School & Camp Bureau, 350 Madison Ave., N.Y. 10017.

Girls' Schools

STUART HALL

Boarding school for girls. Grades 9-12. Fully Accredited. College preparatory; Music, Art, Dramatics. Riding program. Founded 1844. Write for Catalog to **Nathaniel Goddard, Headmaster, Box 210-V, Staunton, Virginia 24401.**

ACADEMY OF THE VISITATION

Girls' Bdg. & Day school. K thru Grd. 8. Art, Music, Riding, Phys. Ed. and Sports. Special language dept. for foreign students. 40 miles from Washington, D.C. & Baltimore. **Sisters of the Visitation, 200 E. Second St., Frederick, MD 21701. 301-662-3322.**

In this era of emphasis on appropriate education and specialization in schooling, the choice of a school is an important factor in life. VOGUE'S School Bureau has been bringing students and schools together for over 60 years. Information on the schools and colleges listed in these pages will be furnished to you gladly by their Admissions Officers, who will also send you catalogs.

A better way to prepare for college . . . The Colorado Springs School

A warm, friendly community of learning emphasizing intellectual achievement, social awareness, the creative arts and experience in the neighboring wilderness.
Robert G. Macdonald, Headmaster
Boarding and Day Girls—Grades 7-12
Coeducational Day — Grades 7-9
21 Broadmoor Ave., Colorado Springs, Colorado 80906

FAIRFAX HALL

Accredited preparatory school for girls. Grades 9-12. Music, art, dramatics. Shorthand, typing. Private stable, two riding rings, swimming (indoor pool), hockey, tennis. Catalog. **Director of Admissions, Box V-748, Park Station, Waynesboro, Va. 22980**

Discover Madeira . . .

100-acre wooded campus 12 miles from Washington, D.C. College preparatory: Advanced Placement and electives in all departments. Full credit for arts. Independent Study. 17 sports, including swimming and riding. Congressional internships, off-campus volunteer and job programs. Founded 1906. For girls. Grades 9-12.

. . . Discover Yourself!

THE MADEIRA SCHOOL
Greenway, Virginia 22067

Margaret Hall



A small college preparatory school for girls in Kentucky's Bluegrass region Programs in Mexico and England. Emphasis on developing essential academic skills. Fine arts, riding, indoor pool. Episcopal, but all faiths welcome. Founded 1898. Write:

Colley W. Bell, Jr., Headmaster
Box V, Versailles, Ky. 40383

BARTRAM IN FLORIDA



Girls 5 & 7 Day Boarding. Grades 5-12. Fully Accred. College preparation of highest standards. French, Latin, Math, Science. Music, Art, Dramatics. Sports. Pool. Air-conditioned facilities. Est. 1934. Write for Booklet V to:

Bradford Lamson, Headmaster
BARTRAM SCHOOL
2264 Bartram Road
Jacksonville, FL 32207

THE ANDREWS SCHOOL

College prep. & career training develop self-reliant girls. Fully accred. Outstanding faculty. Grades 7-12. Small classes. 300 wooded acres in the heart of the old Western Reserve, east of Cleveland. Emphasis on study. **Ms. Plum, Andrews School, Willoughby, Ohio.**

VILLA MARIA HIGH SCHOOL

Villa Maria, Pennsylvania 16155

Accred. resident & day college prep. grades 9-12; individualized instruction; independent study; student-teacher ratio 10-1; advanced placement and college courses; English as a Second Language; emphasis on discovering Christian values for a meaningful existence; community service projects; interfaith student body; art, crafts, sculpture; comprehensive sports. 10 miles East of Youngstown, Ohio.
Write: Director of Admissions Tel: 412-964-2321



Grier

College Prep, Academic Programs. Ind. guidance. Scholarships. Grades 8-12. Creative Arts. Riding, skiing, team sports. 1000 acres. Dances. 121st yr. *814-684-3000.*
Dr. D. G. Grier, Tyrone, Pa. 16686

Stoneleigh-Burnham

Private secondary boarding school for girls. Exciting and challenging mod. curriculum with activ. exposure in the creative arts, sci., and lit. Ind. study. Alternative Course, dance, drama, wilderness, comp. team sports program, year round riding. Close to 5-College area, full weekend act. 105th year. Fully accredited.

Robert L. Merriam, Headmaster
Box V, Greenfield, Massachusetts 01301

MT. ST. MARY-ON-HUDSON

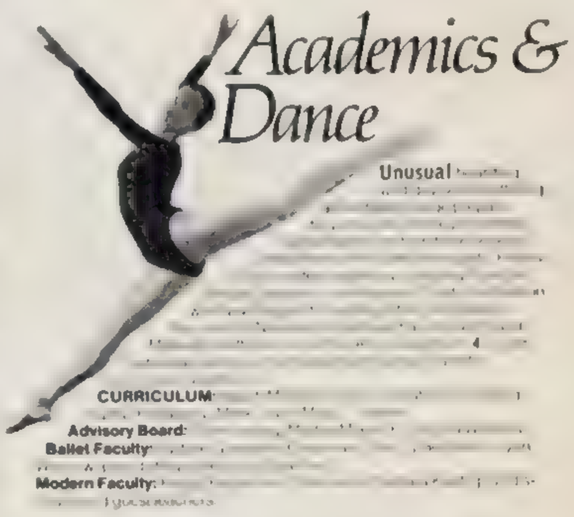
Fully accred. College Prep. Grades 9-12. 10-1 ratio with qualified faculty. Breath-taking 12 acre campus overlooks Hudson. Friendly, dynamic atmosphere. Interscholastic sports. 57 miles N.Y.C. **Dominican Sisters, 495 Liberty St., Newburgh, NY 12550**

Foxhollow

Foxhollow is a small country boarding school for girls on a 400 acre campus of hills and lakes. Strong college preparation through a four-year correlated program in the humanities. Studio art, drama, music, community service programs. Our own stables and riding ring, skiing, tennis and hockey. Call or write:

Mrs. Thomas P. Ryan, Admissions
Foxhollow School
Lenox, Mass. 01240 413-637-0071

Academics & Dance



Walnut Hill School

For catalog, call (617) 653-4312 or write 88 Highland, Natick, Ma. 01760

Boys' Schools

WOODSIDE PRIORY SCHOOL

Boys, day & bdg. Grades, 7-12. Accred. college prep. Run by Benedictine Fathers. Open to non-catholics. Accelerated classes; adv. placement. Large faculty, small classes. Sports. **Rev. Charles Schilly O.S.B., Hdm., 302 Portola Rd., Portola Valley, CA 94025.**

ST. JOHN'S PREP SCHOOL

Grades 9-12 & P.G. Fully accredited Catholic School. Directed by Xaverian Bros. Outstanding college record. Interscholastic sports, plus tennis, swimming, skiing, hockey. 200 acres near Boston. 68th yr. **St. John's Prep School, Dept. 12, Danvers, MA 01923.**

WORCESTER ACADEMY

In its 141st year of preparing boys for college. Grades 7 & 8 day only; 9-12 day and resident. Excellent college placement record. International enrollment. Urban Affairs. Individual attention. Classes sectioned by student ability. Advanced Placement. Complete sports, Music, Art, Photography, Drama. For information write:

Office of Admissions
87 Providence Street
Worcester, Mass. 01604

Your son's school may be a traditional college preparatory school—or a school with military or naval training. For the younger boy there are small, informal schools, with careful guidance by masters. Let us know if you need help in choosing a professional school or college.

SAN DIEGO MILITARY ACADEMY

Fully Accredited College Prep ROTC Honor School Specializing in good study habits, Remedial Reading, small classes, leadership and controlled environment. Grades 2-12. All sports, Band, Flying, Sailing, Powerboat Sqn., Surfing, Scuba, Horsemanship, Trail Bikes, Excellent climate.

P.O. Box 610V, Del Mar, Calif. 92014
Tel. (714) 755-1581

ST. FRANCIS Grades 9-12 & PG

The vigor and enthusiasm of youth are channeled into a true commitment to learning under the Franciscans. Students flourish as individuals in small classes where emphasis is on self motivation. 98% college acceptance. Modern facilities on 70-acre country campus near Gettysburg. Excellent sports. Moderate tuition.

Father Edmund F. Carroll, Hdm., Box AV, Spring Grove, Pa. 17362. Call 717-225-4737

Boys' Schools

CASTLE HEIGHTS MIL. ACAD.

10,000 alumni vouch for excellent academics, successful careers. ROTC Honor School. Student faculty ratio 9-1. Grades 9-12. Separate Junior School, grades 4-8. 72nd year. Write:
Castle Heights, Box 874V, Lebanon, Tenn. 37087

SCHUYLER PREPARATORY

Faculty ratio: 1 to 6. Grades 8 through 12 & PG. Study skills. Reading Improvement. Athletics. Enrollment 65 selected boys. Excellent College placement. Catalog. **Francis Pouliot, Headmaster, Schuylerville, New York 12871. Tel: 518-695-3430**

MALCOLM GORDON SCHOOL

Est. 1927. Small school for boys, grades 5, 6, 7, 8. Homelike atmosphere. Prepares for leading secondary schools. Supervised study. Ice-hockey, team sports. Gym. Riflery. Overlooking West Point. 50 mi. NYC. **David Gordon, Jr., Garrison, NY 10524. 914-424-3369.**

Ask Vogue for school information.

a Man grows with the Company He keeps . . . in the classroom . . . on the athletic field . . . and on the parade ground, too. Your son can join the company of cadets at one of America's foremost boarding preparatory schools for boys, grades 9 through 12 . . . watch him grow at LaSalle where he'll think and learn for himself.



La Salle Military Academy

P.O. Box 1900, OAKDALE, L. I., N.Y. 11769
ROTC • HONOR SCHOOL WITH DISTINCTION
Conducted since 1883 by the Christian Brothers.
Write for Catalog MDS or telephone (516) LT 9-0900

For help in choosing a school, please fill in our coupon.

Boys' Schools



FORK UNION MILITARY ACADEMY

Our ONE SUBJECT PLAN for grades 9-12 increases honor roll. Fully accred. Training toward successful manhood and sound character. Sep. Jr. School, gr. 5-8. 18 modern bldgs, 2 pools, 2 gyms. Bands, glee club, skeet, riding. 70th yr. *Non-Mil. Sum. School, gr. 7-12.* **Ph: 804-842-3216 or write Admissions, Box 901, Fork Union, Virginia 23055**

Augusta



A Faculty Advisor for Each Student Individualized instruction in the 'new' educational pattern. Prepares for top colleges and universities. Grades 8-12 & P.G. Lower School, gr. 5-7. Ideal environment for individual development. Summer School.

Write Col. V. Harris Livick.
AUGUSTA MILITARY ACADEMY
Box 100, Fort Defiance, Va. 24437

Florida Air Academy



THE SMALL TEACHER — STUDENT RATIO HAS MADE FAA FLORIDA'S LARGEST BOARDING SCHOOL. College preparatory and general. Pilot training. Air Force ROTC.

Write:

Grades 1-8
FLORIDA AIR ACADEMY
6501 W. Sunrise Blvd.
Ft. Lauderdale 35
Fla. 33313

Grades 9-12 & P.G.
FLORIDA AIR ACADEMY
1950 S. Academy Dr.
Melbourne 35
Fla. 32901

Girls' Schools

Girls' Schools

Girls' Schools

Girls' Schools

Boys' Schools

Boys' Schools

Boys' Schools

Boys' Schools

Devoted to The Individual Educational Problem

GARLAND

26 years of successful experience

Study habits corrected, confidence restored, ambition aroused through personal supervision possible in small classes. Faculty-student ratio 1-4. Make up lost time or concentrate in specific areas. Sports including baseball, tennis, touch football, swimming. Beautiful 33-acre campus near Princeton. Boys 13-19. Semi-tutorial program permits enrollment at any time.
Use Summer Program. Catalog.

Write: Dir. of Admissions, Box 700
Chester, New Jersey 07930 • 201-879-5211

RIVERSIDE MILITARY ACADEMY

Distinguished tradition of excellence. Fully accred. College Preparatory & General, Grades 7-12 & Postgraduate. Highly qualified resident faculty, guidance, small classes. Year-round outdoor sports. Ga. Summer School. Economical all-inclusive charge. Write for Catalog to Supt., Riverside, Box R708, Gainesville, Ga. 30501.

Winter in Southeast Florida
Fall & Spring in N. Georgia Mtns.

Oxford Academy

Educational trouble shooters. 67-yrs. of successful college prep and general education. Diagnostic testing locates problems, gives student a new concept of himself, parents new understanding and teachers specific direction. Selective admissions based on sound expectation of success. One to one teaching. Enroll any time; leave when goals are reached. Professional instruction in golf, tennis, riding, sailing.

Write: Frank W. Efinger, Headmaster
New Location Overlooking L.I.Sound
Box 125 , Westbrook, Conn. 06498

Drama, Radio, TV

VOCAL STUDIO OF THE STARS
VOICE • TELEVISION • STAGE
Beginners and Professionals.
Sound Equipped Studios. Ampex recordings.
Athalie Lombardi. 205 W. 57 St., NY 10019. CO5-1344

Neighborhood Playhouse School of the **Theatre**
340 E. 54 St.
New York 10022
Two Years' Intensive Training in Theatre—Acting, Voice, Movement. Catalog V.
Six Weeks' Summer Session
SANFORD MEISNER
Head of Acting Dept.

Music

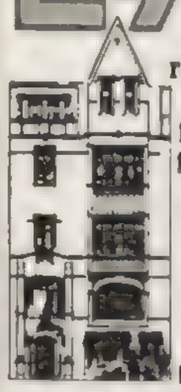
DALCROZE INTERNATIONAL SCHOOL OF MUSIC
"Combining the best features of European and American Music Education"
Complete Music Curriculum—Artist Faculty—Dalcroze Teacher's Certificate Program
Only Authorized Dalcroze Teachers' Training School in the Americas
DR. HILDA M. SCHUSTER: DIRECTOR
161 E. 73rd St., New York, N. Y. 10021 TR 9-0316

Retailing

BASSIST INSTITUTE
Apparel design, interior design, display, buying & merchandising, fashion coordinating, advertising. Paid training with leading retailers. Seminar in Paris. Co-ed, Veterans, Foreign Students. 80 page catalogue. 923 SW Taylor • Portland, OR • 97205 • 503-228-6528
Home of Pendleton, White Stag, Jantzen

Any of the schools listed here will gladly give you further information.

BAUDER of ATLANTA
SCHOOL OF INTERIOR DESIGN AND RETAILING
in dynamic center of the South, fast-growing fashion market! One and two-year college training. Classes start January and September. Mail coupon for Catalog today
Please send more information to:
Name
Street
City State Zip
Age Phone A.C.
Year Graduated or Will Graduate
BAUDER fashion college
Dept. V-874 3355 Lenox Road N.E., Atlanta, Ga 30326

fashion careers begin at LIM

retailing advertising
merchandising
fashion coordination
fashion photography
• Associate Degree in Occupational Studies
• 2 paid store projects yearly • London Program
• Sept. & Jan. admission
• NATTS accredited • Coed
• Outstanding Placement Record • Write for catalog v
LIM LABORATORY INSTITUTE OF MERCHANDISING
12 E. 53 St. N.Y.C. 10022 (212) 752-1530

Advertising

Two-Year Program in
COMMUNICATION ARTS
ADVERTISING MAJOR
Comprehensive One-Year Program
ADVERTISING WORKSHOP
Free Book "Career in Advertising" Dept. V
NEW YORK INSTITUTE OF ADVERTISING
689 Fifth Ave. NYC 10022 Dept V (212)826-0416

Airline Training

GRACE DOWNS
is world renowned!
PUT YOUR $$ WHERE YOUR ♥ IS!
1350 hours training covered in 42 weeks
EXECUTIVE SECRETARIAL "3 IN 1" Course
incl. all secretarial skills—STEWARDESS
TICKETING . . . RESERVATIONS . . . SALES
TRAVEL AGENT . . . plus MODEL COURSE
Licensed by N.Y.S. Education Dept V8
Apply Now _____ Call Collect
GRACE DOWNS CAREER SCHOOL
Glen Cove, N.Y. 11542-(516) OR 1-1115

Write to the colleges or schools which interest you, mentioning VOGUE.

Retailing

2yr Associate of Arts degree
The Fashion Institute of Design & Merchandising
Centered in a progressive fashion market
Professional instruction • Free placement
write 919 W 8th • Los Angeles, Ca 90014
(213) 680-1444

atlanta school of fashion and design
ENJOY YOUR CAREER IN FASHION
Begin your fashion career at the Atlanta School of Fashion and Design in exciting Atlanta—the fashion center of the South. Prepare for your fashion career in
FASHION MERCHANDISING or
FASHION DESIGNING
• Coeducational • Special summer class
• Complete one and two-year courses
• Luxury Dormitory-Apts. with Swimming Pools
• Classes begin Sept., Jan., March and June
• Free placement assistance for graduates
• Transfer credits accepted

REWARDING CAREER IN INTERIOR DECORATION
begins at the Atlanta School of Interior Design. Exciting classes in all areas of residential and commercial interiors where you learn by doing actual design problems. Prepare for your career in
INTERIOR DECORATION or INTERIOR DESIGN
atlanta school of interior design
Write for Catalog V, including name, age, address, phone, parents' names, high school graduation date to: 1627 Peachtree Street, N.E., Atlanta, Ga. 30309; or call 404 / 874-5201

Home Study

HIGH SCHOOL AT HOME
Prepares for a better job or college entrance exams. Standard H.S. texts supplied. Our diploma awarded. Credit for H.S. subjects already completed. Single subjects if desired. Free Brochure. American School, Dept. HC48, Drexel at 58th, Chicago 60637

DRESS DESIGNING
Approved supervised home study training. Fine starting point for career. No classes. Text and work kit furnished. Low tuition. Payment plan available. Send for free booklet. National School of Dress Design, 555 E. Lange Street, Dept. 900-24, Mundelein, Illinois 60060.

VETERINARY ASSISTANT
Learn at Home in Spare Time! Exciting opportunities to train for animal care career as Vet Assistant, Lab Aide, Zookeeper, Pet Shop/Kennel owner. Free Career Kit. North American School of Animal Sciences, Dept. WB084, Newport, Calif. 92663.

INTERIOR DECORATION
Approved supervised home study training. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Free booklet. Chicago School of Interior Decoration, 555 E. Lange St., Dept. 900-28, Mundelein, Ill. 60060.

STUDY INTERIOR DECORATION AT HOME
Leading school offers top course. Individual programs. Illustrated lessons—color & fabric samples. Rewarding career or hobby. Certificate. Send for Catalog C27.
N.Y. SCHOOL OF INTERIOR DESIGN
155 East 56th St., N.Y. 10022

Retailing

Fashion Executive Careers . . .
an unusual course in retail/wholesale, fashion directing, show production, fashion psychology, management principles, copy writing, fashion designers, textiles, career modeling . . .
Write for details: 203 S.W. 9th, Portland, Oregon 97205
JOHN ROBERT POWERS–Portland
Enjoy beautiful Oregon—skiing, ocean beaches

BAUDER of MIAMI
SCHOOL OF INTERIOR DESIGN AND RETAILING
in sun and fun capital, leading fashion center! 1-year Diploma, 2-year Associate of Arts Degree. Classes start January and September. Accredited member NATTS and approved for foreign students
• • • • • • Please send more information to: • • • • • •
Name
Street
City State Zip
Age Phone A.C.
Year Graduated or Will graduate
BAUDER fashion college
Dept. V-874 300 Biscayne Blvd. Way, Miami, Fla. 33131

For help in choosing a school, please fill in our coupon.

Study Fashion at **FASHION INSTITUTE of AMERICA**
• Merchandising • Design
name
address
city state zip
phone year H.S. graduation
Fashion Institute of America
Dept. V86, 56 Marietta St. N.W.
Atlanta, GA 30303 (404) 523-8251

Secretarial & Business

BETTY OWEN SECRETARIAL SYSTEMS
Learn to type in 4 weeks. Shorthand in 6 weeks.
630 Third Avenue, NYC 10017, 212-867-7667.
51 Bank Street, Stamford, CT 06901, 203-359-0450.

GRACE BALL SEC'L COLLEGE
Prof. training at college level in San Francisco, City by the Golden Gate. Placement Service. 1-yr. Secretarial Course. Gen'l., Exec., Medical, Legal, Foreign Service. Catalog: Request, Secretary,
525 Sutter Street, San Francisco, CA 94102.

To help you . . .
Listed in this Directory are elementary and secondary schools, junior and four-year colleges, as well as professional and vocational schools. Write to those which interest you, mentioning Vogue. Be sure to give proposed entrance date, age and grade at present, type of program or course you prefer.

Retailing

Chamberlain
A PROFESSIONAL SCHOOL OF RETAILING
Thorough 2-year course for High School Grads
MERCHANDISING • PERSONNEL • DISPLAY
FASHION • ADVERTISING • INTERIOR DESIGN
On the job Training with pay in Boston stores
Social program. Dormitories available. Placement. Lic. by Commonwealth of Mass., Dep't. of Ed.
Hilda V. Noones, 90 Marlborough St., Boston, Mass. 02116

Tobé
SCHOOL FOR FASHION CAREERS
CO-ED • ASSOCIATE O.S. DEGREE
Retailing, Promotion. 1 or 2 yrs. 2 annual pd. work periods. Accred. NATTS. Sept., Jan. Entrance. Cat. A
851 Madison Ave., N.Y. 10021 • (212) 879-4644.
Coburn

These schools invite your particular attention and consideration . . . for exploring or honing your own talents . . . for finding an outlet for your intensely personal creativity . . . for adding a new dimension to your life.

BAUDER of ARLINGTON, Texas
SCHOOL OF RETAILING AND INTERIOR DESIGN
in center of Dallas-Ft. Worth, nation's second largest fashion center! 1-yr. Diploma, 2-yr. Assoc. of Arts Degree. Classes start Jan. & Sept. Accredited member NATTS, approved for foreign students.
• • • • • • • Please send more information to: • • • • • • •
Name
Street
City State Zip
Age Phone A.C.
Year Graduated or Will Graduate
BAUDER fashion college
Dept. V-874 508 S. Center St., Arlington, Texas 76010

Louise Salinger



Academy of Fashion

Pattern Designing, Pattern Drafting, Millinery, Tailoring, Sketching, Modeling, Grading Patterns. Day, Evening.

Send for catalogue V

Louise Salinger Building
101 Jessie Street
San Francisco, California 94105
DOuglas 2-8059
Accredited by NATTS

Courses in Fashion Design, Dress Creation, Patternmaking, Sewing and Finishing.

Approved for Foreign Students. Veterans. Student Loans. New York State Licensed. NATTS accredited.



French Fashion Academy

600 Madison Ave., New York

PHONE: 421-7770

STUDY FASHION IN DENMARK



Learn the new international fashion designs in a leading Copenhagen Fashion school. One year intensive course includes a trip to visit the haute couture houses in Paris and to study mercantile art in London. Term starts Sept. 1974. Coed. Write: Margrethe-Skolen,

DANISH ACADEMY OF FASHION & DESIGN
Ostergade 55, Copenhagen DK 1100, Denmark

ART STUDENTS LEAGUE OF N.Y.

Registration at any time. No entrance requirements excepting for students taking Prescribed courses under license of the New York State Department of Education. All instructors are well-known artists. 100th Regular Session begins Sept. 16. Painting, Drawing, Sculpture, Anatomy, Printmaking, Mural Painting, Fine Arts Illustration, Design, Calligraphy, etc. Write for catalogue to:

Stewart Klonis, Director, Art Students League
215 West 57th Street, New York, N. Y. 10019

Fine & Applied Arts

INCHBALD SCHOOL LONDON

Academic Year starts in late Sept. One year Diploma Courses in both Fine and Decorative Arts & Interior Design. Also Ten Week Courses in Design and Decoration, Garden Design, and Drawing every Fall, Spring and Summer Terms. Details from School Secretary. **7 Eaton Gate, London SWi, England. Tel. 01-730-5508**

Design a professional career in fashion. All aspects of apparel design for men, women & children from sketchboard to muslin form to fashion show. Coed. Day eve. & summer. Dorms. Request catalog 51. 136 Newbury St., Boston, Mass. 02116 (617) 536-9343.

the school of fashion design

MAYER SCHOOL of FASHION

"The Dynamic Approach to Designing" Fashion Workshop Method: Designing Course with graduation certificate in 9 months. Individual Guidance. Day-Eve. Co-ed Placement service. Appvd. res. list. Est. 1931. NATTS Accredited. Free Aptitude Analysis. Air Cond. Summer Session begins July 15.



• Designing • Dressmaking • Draping
• Sketching • Patternmaking • Grading

Request Catalog V

64 W. 36 St., N. Y. 10018 LO 5-5620

Interior Design

is everything to us at Harrington. It's all we teach. Day and evening classes. Degree and diploma programs. Dormitory facilities. Approved for veterans and foreign students. Send for catalog today.

The Harrington Institute of Interior Design 410 S. Michigan Ave. Chicago, Ill. 60605 (312) 939-4975

Fine & Applied Arts

RUDOLPH SCHAEFFER

School of Design (Since 1926)
3 year certificate course. Summer Session 6 weeks Interior Design and Color.
Fall semester starts September 16, 1974.
2253 Mariposa St., San Francisco, California 94110.

NEW YORK SCHOOL OF INTERIOR DESIGN

- 4 MOS. PRACTICAL COURSE
- 3 YRS. INTERIOR DESIGN
- 6 WKS. SUMMER SESSION

Classes start Sept., Feb., July. Catalog R7.
HOME STUDY COURSE starts now. Catalog C7.
155 East 56th St., New York 10022

Any of the colleges listed here will gladly give you further information.

Study at The Professional Art School

Academy of Art College

625 Sutter Street, San Francisco
Ca. 94102 / tel. (415) 673-4200
Free Catalog

Degree & Diploma Courses in:
Advertising / Design / Fashion
Filmmaking / Illustration / Painting
Photography / Printmaking / Sculpture
Counseling / Veteran approved

Fine & Applied Arts

International Institute of Interior Design

1-3 year courses in commercial, residential interior design. Begin now.

For information write: Box V.
2225 R Street N. W.
Washington, D.C. 20008



TRAPHAGEN SCHOOL OF FASHION *FOR RESULTS*

Training Here Pays Lifetime Dividends

Trade Methods in Minimum Time—Coed
ART DESIGN CLOTHING CONSTRUCTION INT. DESIGN
Intensive FALL AND WINTER Courses
Beginners & Advanced. Day, Eve., Sat. *Register Now!*
Illustration, Layout; Life, Sketch, Paste-up, Design, Draping, Pattern, Dressmaking. Certificate Courses. Placement Bureau. Send for Cir. I. Phone 673-0300
Accredited Member NATTS
257 Park Ave. South (21st St.) N.Y. 10010

FASHION

Dress Design • Interior Design
Fashion Merchandising
Fashion Illustration • Photography

Professional courses begin each month. Coed. Located on the Magnificent Mile, Chicago's fashion center. Dorm nearby. Write for catalog. Specify course.

Ray Vogue School
750 N. Michigan Ave. Chicago, Ill. 60611
Phone: (312) SU 7-5117

Name .....
Address .....
City .....
State .....Zip.....Age...
Course Title .....

School & College Information

Schools for your son, your daughter, yourself, are listed in Vogue's School Directory. Write to the heads of these schools—or colleges—for catalogues and other information, and be sure to give proposed entrance date, age, education to date, type of courses or program sought, and so forth. Catalogs which include admission information will be sent to you promptly. If you possibly can, visit the schools which interest you. If you need assistance in finding a school to meet your particular requirements, write to us or fill in the coupon below and we will be glad to try to help with some additional information—without charge, of course.

Mr.
Mrs. _____
Miss

Street address: _____

City _____ State _____ Zip _____

For son _____ daughter _____

Age now _____ Grade completed in school _____ Or year completed in college _____

Location preferred _____

For advice: write Vogue's School Bureau, 350 Madison Ave., N. Y. 10017, or call 692-5262

8-74

"Perfume, it's a great picker-upper. . . . And an energy snack-pack that contains Hershey bars, nuts, fruit, and raisins."

SUMMER TIPS

(Continued from page 125)

Must-haves

"I never travel without them." **Cristina Ford, Detroit.** . . . Perfume, it's a great picker-upper. And, when I'm out on the road campaigning, an energy snack-pack that contains Hershey bars, nuts, fruit, and raisins." **Mrs. Barry Goldwater, Arizona.** "Watergate." **Martin Agronsky, Washington.** . . . "Many things, ranging from my glasses to cigarettes, to comforts like a really hot seaweed bath, or my favorite little armchair for writing; or the really important things, like the respect of people I love . . . my conscience at peace." **Lina Wertmuller, Rome.** . . . "My tape machine on which I play classical guitar music. I carry it indoors and out." **Mrs. Harcourt Amory, Jr., New York.** . . . "Flowers. In my studio I have terracotta pots of tea roses clustered together, so I feel I am working in a rose garden." **Halston, New York.** . . . "Our ice-cream maker." **Mrs. Richard Feigen, New York.**

Food for friends

"My favorite drink is my own concoction. I put chunks of fresh melon with ice into the blender, add lots of vodka and it's delicious." **Baronne Gérard de Waldner, Paris.** . . . "My great passion is mozzarella cheese and salad. When I am working very hard, I can only eat 'nursery food.' I drink lots of water and 'Buck's fizz'—champagne and orange juice—my favorite pick-me-up." **Charlotte Rampling, London.** . . . "I'm insane about breakfast squares, and I eat them like candy." **Michael J. Kutza, Jr., Chicago.** . . . "I've taken to sorrel with a vengeance, both as a sauce and as a vegetable. Also crustaceans because they are so good for the hair—anything from a shrimp to a small lobster a day." **Baronne Philippe de Rothschild, Paris.** . . . "I've got a passion for plain yogurt with wheat germ and honey. It makes me feel wonderful." **Mrs. Perry J. Lewis III, Chicago.**

Health/beauty

"When I'm in New York, I walk sometimes 2 or 3 miles a day for exercise. At the Beverly Hills Hotel, while I'm making *Airport 75*, I just jump rope in my room for exercise." **Gloria Swanson, Los Angeles.** . . . "I've gained 15 pounds since I've been married to Prentis. I'm looking desperately for a diet-without-sacrifice. I've just never had any discipline. I've never exercised; now I'm trying to learn to swim. I'm also learning to walk fast. Prentis says I'm what he calls a 'meanderer' when I walk—so learning to walk fast and to swim are my only summer sports." **Mrs. Prentis Cobb Hale, Los Angeles.** . . . "My new beauty regime is to stand in the shallow end of the pool with water to my waist. I walk back and forth across the pool for 10 minutes. This takes care of my thighs." **Mrs. Alfred S. Bloomingdale, Los Angeles.** . . . "Beauty-wise, for me it's 'sun on the face, never—sun on the body, yes.' I make a fantastic mask which I leave on my face and neck for about 15 minutes. I combine about a half cup of black seeded olives, mixing them in the blender. I beat 2 egg whites and then fold the eggs with the olive mixture. The eggs tighten the skin; the olives moisturize it. I keep my hair blond year-round by rinsing it once a week in a half cup of baking soda mixed with a half cup of water. I towel-dry it—preferably in the sun—then rinse it out again with plain water." **Mrs. H. Bradley Jones, Pasadena.** . . . "My summer beauty decision is to take things as they come . . . therefore *EASY!* I love the sun, but can't take it for long—it makes me dizzy." **Audrey Hepburn Dotti, Rome.**

Fashion

"I recently, suddenly re-discovered black. I have black cottons, black crêpes, black silks, and black gabardines. With them I wear pearls, but the brightening point is a giant white crêpe de Chine chrysanthemum from Galanos. I wear this at the neckline of all my blacks. Wearing black saves enormously in traveling as I don't have to be overloaded with accessories." **Mrs. Carter De Haven III, Los Angeles.**

Read-ups

"I'll be reading Robert Graves. He's one of the greatest modern poets. I've bought *Poems by Robert Graves, Selected by the Poet Himself; Greek Myth, Easy Questions, Difficult Answers*—this is a collection of his essays and an interview with him." **Cybill Shepherd, Los Angeles.** . . . "I will read *Gustav Mahler*, the excellent biography of the Austrian composer written by Ugo Duse. I need a good interpretation of Mahler, after having seen Ken Russell's kitchy movie biography. I also plan to continue my weekly reading of *Time*, *Newsweek*, *Paris Match*, and *The Sunday Times*." **Count Rudi Crespi, Rome.**

Going places

"My Hollywood house as a recluse, in total misery, writing my first book. I'm doing a non-fiction memoir about my life with my mother, Margaret Sullavan, and my father, Leland Hayward. I am writing the book in my bedroom, and now this room has become so filled with ghosts of my past that sometimes I can't sleep at night." **Brooke Hopper, Los Angeles.** . . . "The Aspen Institute in Colorado where we can have a vacation and get some mental stimulation as well. We'll attend an Asian Seminar and camp, hike, and go on picnics." **Jack Valenti, Washington.** . . . "Los Angeles as my daughter, Lisa, is marrying in September. I'm working on my garden to have it perfect for her garden wedding reception. I'm edging the driveway in white cascade petunias, bordering the gardens with these white petunias, too. It's all geared to late planting, so that the flowers are at their peak during September. I'm also working with small, white begonias, and my white roses and white dahlias should be superb. My house will be filled with flowers from the garden as I hate the look of flowers that smack of professionalism." **Mrs. Alfred S. Bloomingdale, Los Angeles.** . . . "Cinecittà, the movie studios near Rome. And I like it. At Cinecittà there is everything; the countryside, the pine woods, the mountain, the lakes, the snow, the sea, some beautiful castles. And one does not even pay. On the contrary, I am paid." **Federico Fellini, Rome.** . . . "West Africa—Cameroon and Ivory Coast, because I want to see the source of African Art. I can't find out what they eat there so I'm taking along a jar of peanut butter just in case." **Richard Himmel, Chicago.** . . . "Corniglia, a Ligurian village overlooking the sea; impossible to reach by car; no hotels, no restaurants, no doctor, no drugstore, no tourists." **Michelangelo Pistoletto, Milan.** . . . "Martha's Vineyard where I can read, walk on the beach, listen to opera, play tennis, and invite the artists who are summering there in for sherry and cashews and sit around and talk." **Senator Edward Brooke, Massachusetts.** . . . "The last two weeks of August, I'll spend with my husband and three children at our Napa Valley cattle ranch. We'll have house guests—picnic by our lake. Our favorite thing to do is to take guests in rowboats for champagne." **Mrs. William Hutchinson, San Francisco.** . . . "I've rented a beach house at Fire Island for the summer—it's completely new. I'm the first person who will have lived in it and I chose it because it guarantees me one thing—absolute privacy. Privacy is the utmost luxury one can have." **Halston, New York.** . . . "San Francisco. The people are beautiful, the climate ideal, and there are no oppressing summer crowds as there are in Europe." **Alberto Arbasino, Milan.** ▽

COLOMBIA

(Continued from page 153)

no wider than a driveway and full of hairpins and blind corners. The avenging polychrome buses come plunging at your Jeep on the wrong side of the road; and you are left for a moment hanging on the edge, with orchids sprouting on one side and imminent death, in the form of a thousand-foot drop, grinning on the other. The roadside is littered with burned-out trucks, rusting among the tropical blossoms. (It is quicker and safer, if duller, to fly to Neiva and catch a taxi.)

What one finds in San Agustín is one of the most enigmatic and moving archaeological sites in the world. Very little is known about the Agustinian culture, which seems to have developed around the middle to the end of the first millennium B.C.; it left no writing or records except a prodigious group of monolithic stone carvings, some, over ten feet high, disposed on the slopes and summit of a plateau in the department of Huila. They seem to be effigies of spirits, but with sharp triangular fangs and trophy heads ornamenting their bellies; they are squat, coarse, with a kind of brutish magnificence—not much sculpture, "primitive" or otherwise, is as full of *terribilità* as the monoliths of San Agustín. But then, few artists have ever had the benefit of an equal site; to visit the carvings early in the morning when nobody else is around and to follow their blind stone gaze down the undulating backdrop of the Andean foothills is almost a religious experience. ▽

FASHION AND ACCESSORY DETAILS

Cover: Scarf by Ferragamo, at Saks Fifth Avenue; Neiman-Marcus.

Page 82: Hat by Don Anderson for Scheer Bros. Tony White choker, at Bloomingdale's. Muffler around waist by Geoffrey Beene for Jewelcase. Cuffs from the American Indian Arts Center. Handbag by Yves Saint Laurent.

Page 83: Earrings by Michael Moraux for Dubaux. Clip by Peter & Peggy for P.C. Designs, at Bloomingdale's.

Page 85: Earrings by DeBare Saunders. Barry Kieselstein bangles.

Pages 86 and 87: Beret by Veaumont. Earrings from the American Indian Arts Center. Tony White choker. Scarf from Ferragamo. Bangles by Peter & Peggy for P.C. Designs, at Bloomingdale's. Barry Kieselstein silver bangle, at Georg Jensen. Silver cuff from the American Indian Arts Center. Judith Leiber belt, at Saks Fifth Avenue. Jacaranda clutch. Boots by Herbert Levine, at Bonwit Teller.

Page 88: Cisco silk muffler, at Lord & Taylor. Clip by Peter & Peggy for P.C. Designs, at Bloomingdale's. Judith Leiber belt. Aris gloves. Ungaro handbag, at Saks Fifth Avenue. Bruno Magli shoes.

Page 89: Veaumont beret, at Altman's. Scarf: Echo Scarfs. Bracelets by Bill Schiffer for Schiffer Aesthetics. Penn Carol tights. Christian Dior shoes, at Saks Fifth Avenue.

Page 90: Knee socks by Trimfit. Moccasins by Bob Lee for Hunting World.

Page 91: *Close-up:* Hat by Don Anderson for Scheer Bros., at Bonwit Teller. Aris gloves, at Lord & Taylor. Necklace: M&J Savitt. Yves Saint Laurent silk muffler, at Bloomingdale's. . . . *Right:* Earrings by Michael Moraux for Dubaux. Yves Saint Laurent silk scarf (at neck). Judith Leiber belt. Bracelets: Peter & Peggy for P.C. Designs and Catherine Stein. Tights: Belle-Sharmeer; at Lord & Taylor. Andrea Pfister shoes.

Page 92: *Left:* Geoffrey Beene for Jewelcase wool muffler. Yves Saint Laurent silk muffler. Judith Leiber belt, at Saks Fifth Avenue. Bracelets: Bill Schiffer for Schiffer Aesthetics. Ultimate Spectacle sunglasses. Anne Klein for Calderon handbag. . . . *Right:* Don Marshall hat. Catherine Stein earrings. Yves Saint Laurent silk muffler. Madame Cernay handbag, at Saks Fifth Avenue.

Page 93: Earrings, Medusa Heirlooms by Kathryn Hausman. Bloomingdale's bag. White bangle by Peter & Peggy for P.C. Designs. Blue and rust bangles, at Ophelie.

Page 94: *Left:* Hat by Joan Vass. Beige muffler (twisted at neck) by Yves Gonnet. Clutch by Madame Cernay, at Saks Fifth Avenue. Judith Leiber belt. Van Raalte tights. Herbert Levine shoes, at Delman Shoe Salon, at Bergdorf Goodman. . . . *Right:* Don Kline beret. Print scarf by Echo Scarfs. Bag, at Bloomingdale's. Ben King belt for Midtown Belts. Tights: by Schiaparelli, at Lord & Taylor, N.Y. Shoes by David Luis for Pankin International.

Page 95: La Crasia earrings. Dark green scarf by Cisco. Ferragamo's long beige scarf. Clip by Peter & Peggy for P.C. Designs. Bracelets, at La Tienda. Belt by Elegant. Givenchy gloves.

Page 96: *Left:* Don Anderson hat for Scheer Bros. Scarf by Doro. Bangles by Bottega Veneta. Trimfit tights. Shoes by Amalfi. . . . *Right:* Boots: Beth's Bootery, at Saks Fifth Avenue.

Page 97: Necklace by Bruce Keiser. Bottega Veneta scarf (around neck). Scarf (around collar) by Cisco. Yves Saint Laurent belt. Design Jewels International bracelets.

Page 98: *Left:* Yves Saint Laurent houndstooth muffler. Print scarf by Ferragamo. Givenchy gloves. Charles Jourdan handbag. Roman Stripe tights. Shoes: Andrea Pfister. . . . *Right:* Veaumont beret. Earrings by Catherine Stein. Cisco muffler. Crescendoe-Superb gloves. Design Jewels International bracelets. Tights by Belle-Sharmeer. Bruno Magli shoes.

Page 99: *Left:* Cisco muffler. Silver bangle by Barry Kieselstein. Twisted bangle: Peter & Peggy for P.C. Designs. Belle-Sharmeer tights. Bruno Magli shoes. . . . *Right:* Cisco plaid muffler. Houndstooth muffler by Yves Saint Laurent. Barry Kieselstein ring. Tote: Charles Jourdan. Tights by Roman Stripe. Amalfi shoes.

Page 100: Don Marshall hat. Cisco scarf (around hat). Walter Katten bag. Schiaparelli tights. Shoes by Amalfi.

Page 101: Hat by Don Marshall. Givenchy gloves. Catherine Stein bangles. Tights by Roman Stripe. Bruno Magli shoes.

Page 102: Necklace by Marvella, at Lord & Taylor. Judith Leiber clutch. Gloves, at Saks Fifth Avenue.

Page 103: Glasses at Ultimate Spectacle. Handcraft scarf. Muffler by Yves Gonnet. Korrigan cashmere sweater, at Jax. Belt by Elegant. Grey flannel pants by Calvin Klein, at Bergdorf Goodman.

Page 104: *Left:* Glasses: Ultimate Spectacle. Gloves by Grandoe. . . . *Right:* Beret: Veaumont. Peter & Peggy Muffler for P.C. Designs. Tights by Roman Stripe. Amalfi shoes.

Page 105: Beret by Veaumont. Gloves: Grandoe. Handbag by Charles Jourdan. Moccasin by Céline, at Bloomingdale's.

Page 106: Umbrella by Mespo. Judith Leiber pin. Scarf by Doro. Handbag by Judith Leiber. Gloves: Crescendoe-Superb. Tights by Hanes. Sandals: Yves Saint Laurent, at Lord & Taylor, N.Y.

Page 107: *Left:* Earrings by Jules Van Rouge. Doro Muffler. Pin by Donald Stannard. Trifari: Bangles. Calvin Klein black velvet pants. Sandals: Customcraft by Rossi. . . . *Right:* Choker by Tony White, at Bloomingdale's. Cisco muffler. Umbrellas by Mespo. Yves Saint Laurent shoes.

Page 132: *Left:* Celia Sebiri pin. Carved bangles by Peter & Peggy for P.C. Designs and by Ophelie. Silver bangles and ring: Barry Kieselstein, at Georg Jensen. Bag, at Bloomingdale's. Tights by Hanes. Customcraft shoes, at Higbee's. . . . *Above right:* Design Jewels International bangles. Bag, at Bloomingdale's. Tights by Berkshire. Customcraft shoes, at Higbee's.

Page 133: Earrings and pin by Celia Sebiri. Bracelets from the American Indian Arts Center and Celia Sebiri. Doro scarves. Trimfit tights. Shoes by David Luis for Pankin International.

Page 134: All bangles by Barry Kieselstein and Design Jewels International. *Left:* Earrings by K.J.L. Doro scarf. Belt by Ben King for Midtown Belts. Cigarette case by Primavera. Burlington tights. Sandals by Yves Saint Laurent, at Lord & Taylor, N.Y. . . . *Above right:* Earrings by K.J.L. Scarf by Echo Scarfs. Belt by Elegant. M&J Savitt cigarette case. Burlington tights. Givenchy sandals.

Page 135: K.J.L. earrings and pin. Doro scarf. Bangles: Barry Kieselstein and Design Jewels International. Customcraft sandals by Rossi.

Page 136: *Above:* Scarf at Bottega Veneta. Pin by Peter & Peggy for P.C. Designs. Barry Kieselstein and Design Jewels International bangles. Sandals by Yves Saint Laurent. . . . *Right:* Earrings by Peter & Peggy for P.C. Designs. Barry Kieselstein bracelets. Doro scarves. Sandals by Givenchy.

Page 137: Catherine Stein earrings. Scarf by Yves Saint Laurent. Celia Sebiri necklace. Bangles by Barry Kieselstein and Design International. R. Blackinton cigarette box. Sandals: Customcraft by Rossi.

Page 146: *Left:* Veaumont beret. Yves Gonnet muffler. Judith Leiber belt. . . . *Above right:* Veaumont beret. Cisco Muffler. Aris gloves.

Page 147: Don Marshall hat. Earrings by M&J Savitt. Striped scarf: Yves Saint Laurent. Other scarf and belt by Ferragamo.

Page 148: *Left:* Beret by Veaumont. Catherine Stein earrings. Scarves knotted at neck: Geoffrey Beene for Jewelcase. Cisco checked muffler. Triangular pin by Van Allen. Rectangular pin and bracelet by Catherine Stein. Judith Leiber belt. . . . *Above right:* Hat by Joan Vass. Cisco scarf. Roll pin by Peter & Peggy for P.C. Designs.

Page 149: Veaumont beret. Gloves, at Saks Fifth Avenue.

Fashion and accessory details for pages 126-131 on the following page.

VOGUE'S TRAVELOG

North Carolina

CASHIERS 28717



High Hampton is not the St. Regis.

We're off the beaten path. Our quiet valley in the Blue Ridge Mountains hasn't changed in centuries. Private 18-hole par 71 golf course with bent grass greens. Seven fast-drying tennis courts. Three lakes for boating, swimming, fishing. Skeet and trap shooting field. Riding, hiking, birdwatching. Children's program. The inn, country club, and cottages are on a 2300-acre estate, 3600 feet above sea level. The accommodations are mountain rustic, the food is good. And our guests are congenial people. Early May to late Oct.

For brochure & rates, call or write:
Miss Agnes Crisp, Reservations Mgr.
High Hampton Inn & Country Club
Cashiers, N.C. 28717. Ph. (704)743-2411 Dept. V

St. Maarten

The Dutch Island Treat

Great Bay Resort Hotel

ST. MAARTEN, NETHERLANDS ANTILLES
Directly on the ocean, only a beach stroll to downtown Free Port shopping, oceanside pool, all water sports, tennis, great food, Supper Club and a large, posh Casino.
See your Travel Agent or our representatives
LEONARD HICKS ORG. IN MAJOR CITIES

For color Brochure write P.O. Box 310, Philipsburg, St. Maarten, N.A. V
Name _____
Address _____
City/State/Zip _____

Jamaica

MONTEGO BAY

Come to a place where the environment spoils people instead of vice versa.



If you'd like lying on a beach that feels like Johnson's Baby Powder.

And diving over reefs a million years old, not more than a hundred yards from the pool.

And playing golf on a championship course that winds its way around waterfalls.

And eating in restaurants where the food is so out-of-this-world even the waiters' uniforms come in delicious flavors. (Lime, banana, peach and orange.)

And never, ever, ever have to wear a coat and tie.

You should call your travel agent for reservations now or write: P.O. Box 431820, S. Miami, Fla. 33143.

Hotel Rose Hall Inter-Continental Jamaica
Rose Hall Plantation,
Montego Bay, Jamaica, W I.



The great American look of Anne Klein is now ready for you in a new sportswear collection.

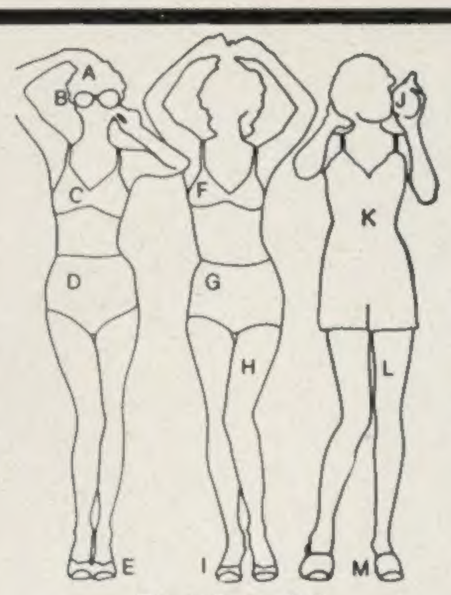
Look for it in the special place reserved for Anne Klein designs at the finest stores. There's one near you.

Atlanta
Baltimore
Beverly Hills
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Columbus
Dallas
Dayton
Denver
Des Moines
Detroit
Honolulu
Houston
Indianapolis
Kansas City
Las Vegas
Louisville
Memphis
Miami
Milwaukee
Minneapolis
New Orleans
New York City
Oklahoma City
Omaha
Palm Beach
Philadelphia
Phoenix
Pittsburgh
Portland
Rochester
Salt Lake City
San Antonio
San Diego
San Francisco
Seattle
Skokie
St. Louis
Washington

ANNE KLEIN and company

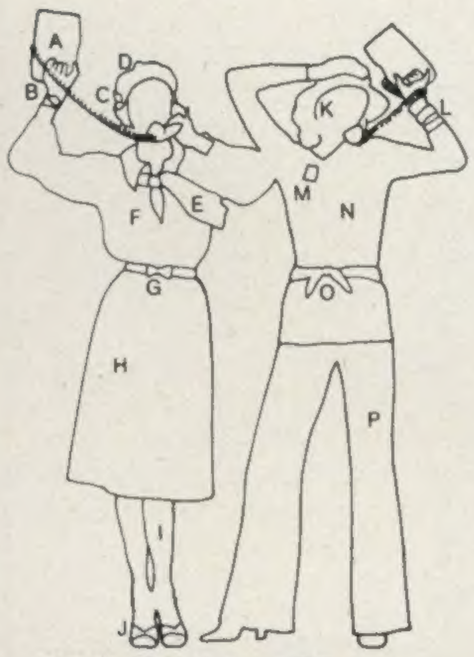
205 WEST 39TH STREET, 3RD FLOOR, NEW YORK, N.Y. 10018

ACCESSORY AND FASHION INFORMATION for pages 126-131



PAGE 126

A. CURLERS: Kindness Deluxe Hairsetter by Clairol. **B. GLASSES** at Ultimate Spectacle. **C. BRA** by Olga, in deep tan, of Du Pont nylon and Lycra. $6. At Bloomingdale's; Hudson's; Carson Pirie Scott; Nordstrom. **D. TIGHTS** by Olga, in deep tan, of Du Pont nylon and Lycra. $6.50. At Bloomingdale's; Hudson's; Carson Pirie Scott; Nordstrom. **E. SANDALS** by David Evins. **F. BRA:** Sensuale by Bali, of nylon. $5.50. At Bonwit Teller; Jordan Marsh, Boston; J. W. Robinson. **G. BRIEF:** Sensuale by Bali, of nylon and Lycra. $5. At Bonwit Teller; Jordan Marsh, Boston; J. W. Robinson. **H. TIGHTS** by Beautiful Bryans, at Bonwit Teller. **I. SANDALS:** Customcraft by Rossi. **J. CLOCK:** Liberty Alarm from Cuckoo Clock Co. **K. TEDDY** by Van Raalte, of Antron III nylon. About $15. At Lord & Taylor; Dayton's; Bullock's Wilshire. **L. TIGHTS** by Roman Stripe. **M. MULES** by David Evins, at I. Miller.



PAGE 127

A. TELEPHONES from Tele Resources Inc. **B. BRACELET** by Trifari. **C. PIN** on beret by K.J.L. **D. BERET** by Veaumont. **E. SCARF** by Doro. **F. SHIRT** by Saint Laurent Rive Gauche, of acetate and viscose. About $195. At Bloomingdale's; Martha, Palm Beach and Bal Harbour. **G. BELT** by Yves Saint Laurent. **H. SKIRT** by Saint Laurent Rive Gauche, of wool and polymide. About $150. At Bloomingdale's; Martha, Palm Beach and Bal Harbour. **I. TIGHTS** by Burlington. **J. SANDALS** by Bonnie Smith for Stan Kimel, at I. Miller. **K. HAT** by Don Marshall. **L. CUFFS** by A & M Breslow. **M. CLIP** by Alwand Vahan. **N. SWEATER** by Saint Laurent Rive Gauche, of cashmere. About $110. End of August, at Saks Fifth Avenue. **O. SCARF** at waist by Doro. **P. PANTS** by Calvin Klein, of wool (Anglo Fabrics) loomed in America. About $68. At Saks Fifth Avenue.
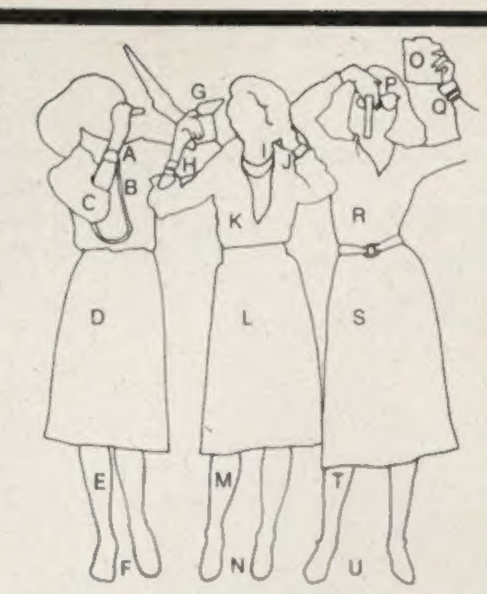


PAGE 128

A. BAG at Bloomingdale's. **B. CLIP** by La Crasia. **C. SCARF** by Ferragamo. **D. T-SHIRT SWEATER:** Innervisions by Ship 'n Shore, of acrylic. About $9. At Gimbels N.Y.; G. Fox. **E. BELT** by Coach Leatherware. **F. PANTS** by Calvin Klein, of cotton and rayon (Crompton fabric). About $58. At Altman's; Frederick & Nelson. **G. BAG** at Bloomingdale's. **H. CLIP** by Celia Sebiri. **I. SWEATER** by Blassport, of Shetland wool. About $28. At Lord & Taylor; I. Magnin. **J. PANTS** by Ralph Lauren, of wool. About $100. At Henri Bendel; I. Magnin. **K. BAG** at Saint Laurent Rive Gauche. **L. SCARF** by Echo Scarfs. **M. PIN** by Celia Sebiri. **N. GLOVES** by Grandoe. **O. SWEATER,** of wool, by Ricky Post for Crazy Horse. About $14. Bergdorf Goodman; May D&F. **P. BELT** by Judith Leiber. **Q. PANTS** by Calvin Klein, of Anglo Fabrics Woolmark fabric. About $58. At Miss Bergdorf of Bergdorf Goodman; May D&F.



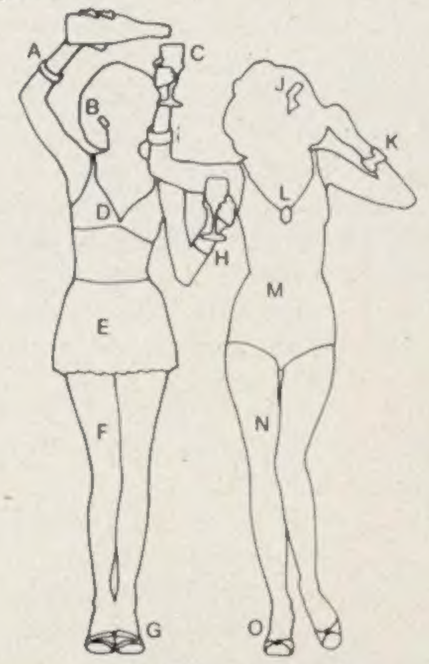
PAGE 129

A. GLASSES at Creazioni-Alfa. **B. VIOLINS** from Rembert Wurlitzer. **C. SLIP** by Vanity Fair, of Antron III nylon and stretch lace. About $14. At Bloomingdale's; Higbee's; Neusteters; Bullock's. **D. TIGHTS** by Round-the-Clock. **E. SHOES** by Florence Otway for Garolini. **F. GLASSES** at Ultimate Spectacle. **G. CAMISOLE** by George Hatab, of rayon, polyester, and Monsanto nylon (Registered Fabrics); $11. At Bloomingdale's. **H. BIKINI** by Van Raalte, of Antron III nylon. About $2. Altman's; Jordan Marsh, Florida; Hudson's. **I. TIGHTS** by Van Raalte.



PAGE 130

A. CUFF: Cadoro. **B. NECKLACE:** De Bare Saunders. **C. SHIRT,** of silk: Saint Laurent Rive Gauche. **D. SKIRT:** Liz Claiborne for Youth Guild, in cotton velveteen (Crompton fabric). About $54. Late August, Bloomingdale's; Joseph Horne; I. Magnin. **E. TIGHTS:** Christian Dior. At Lord & Taylor. **F. SHOES:** David Evins, I. Miller. **G. CASE:** M&J Savitt. **H. CUFFS:** A&M Breslow. **I. NECKLACE:** Celia Sebiri, at Bonwit Teller. **J. CUFF:** M&J Savitt. **K. SHIRT:** Youth Guild, of acetate-and-nylon satin (Bloomsburg Fabrics). About $34. Late August, Bonwit Teller; Neusteters; I. Magnin. **L. SKIRT,** of cotton: Cacharel, Division of Mallory. About $64. Late August, Lord & Taylor, N.Y.; Neusteters; I. Magnin. **M. TIGHTS:** Beauty Mist. **N. SHOES:** Andrew Geller, at Bonwit Teller. **O. BAG:** Pierre Cardin: Saks Fifth Avenue. **P. GLASSES:** Ultimate Spectacle. **Q. BRACELETS:** De Bare Saunders. **R. SHIRT:** Maggie Browning for Gregory, of acetate-and-nylon satin (Bloomsburg Fabrics). About $19. Late August, Bonwit Teller, Swanson's. **S. SKIRT:** Halston, in wool (Agnona fabric). About $160. Bergdorf Goodman; Swanson's. **T. TIGHTS:** Schiaparelli. **U. SHOES:** Yves Saint Laurent: Bloomingdale's.



PAGE 131

A. BANGLES: K.J.L. **B. EARRINGS:** Judith Leiber. **C. CHAMPAGNE GLASSES:** Baccarat. **D. BRA:** Formfit Rogers, of Antron III nylon. About $6. Saks Fifth Avenue; Neiman-Marcus. **E. PANTIE,** of Antron III nylon tricot, by Formfit Rogers. About $5.50. Saks Fifth Avenue; Neiman-Marcus. **F. TIGHTS:** Hanes. **G. SHOES:** Charles Jourdan Salon. **H. BRACELETS:** K.J.L. **I. BANGLES:** K.J.L. **J. CLIP:** Judith Leiber. **K. BANGLE:** Peter and Peggy for P.C. Designs. **L. PIN:** K.J.L. **M. ALL-IN-ONE:** Young Smoothie, of Antron III nylon and Lycra. About $16.50. Saks Fifth Avenue; Wanamaker's; Kaufmann's; Jordan Marsh, Florida; Hudson's. **N. TIGHTS:** Berkshire. **O. SHOES:** David Evins.



SMIRNOFF SILVER® VODKA. 90.4 PROOF. DIST. FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIV. OF HEUBLEIN.) ©1973, HEUBLEIN, INC., HARTFORD, CONN.

The Silver Martini.
For people who want a silver lining without the cloud.

Smirnoff Silver. Ninety point four proof. Smirnoff leaves you breathless.



First apply–let dry.



Then the shower test!

Prove it yourself– Maybelline Ultra-Lash is really waterproof!

No doubt about it. Real Maybelline Ultra-Lash *is* beautifully waterproof. You can prove it to yourself. In the rain. In the pool. Even under running water. And the Duo-Taper Brush is a breeze to use. Makes even short lashes look long, longer, longest. Colors, curls and separates for that soft, natural look you've been looking for. Real Ultra-Lash by Maybelline for really long lashes . . . really waterproofs.

Real Ultra-Lash Mascara by Maybelline



The finest in eye make-up, yet sensibly priced.